

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

77th YEAR

OCTOBER, 1954

**C. E. BICKFORD & CO.**

**COFFEE BROKERS  
AND AGENTS**

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427 Gravier St.

*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?  
It's delightfully illustrated, and yours for the asking.*

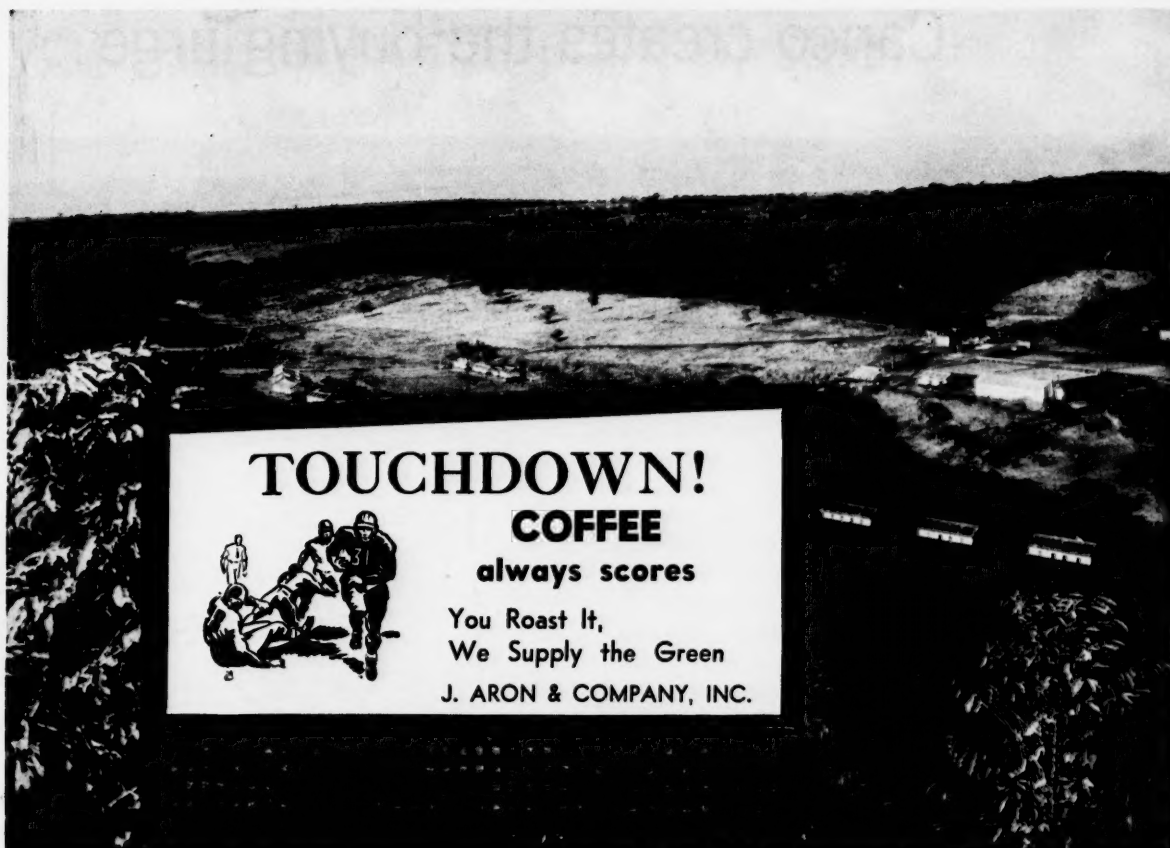


*Careful cultivation . . . Constant experimentation . . .*

*Assure perfect quality the year 'round*

**NATIONAL FEDERATION  
OF COFFEE GROWERS OF COLOMBIA**

■ **Member of Pan American Coffee Bureau**  
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**COFFEE**

**always scores**



You Roast It,  
We Supply the Green

J. ARON & COMPANY, INC.

## **J. ARON & COMPANY, INC.**

**Coffee Importers**

**GREEN COFFEES FROM ALL OVER THE WORLD**



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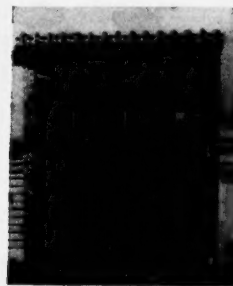
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**Offices of Representatives in Coffee Producing Countries all over the World.**

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Why not sell them *your* brand of vacuum packed coffee? When this ad runs in these three publications, make sure your brand is properly displayed and attractively priced in your retail outlets.

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*Go first to the people who are first!*

## AMERICAN CAN COMPANY



New York, Chicago, San Francisco; Hamilton, Canada

**NEW ENGLAND  
AUTUMN SUPPER**

*Good as Grandma's—but ever so much easier  
with today's superb canned foods!*

**WHEN GRANDMA WAS A GIRL**, baked beans and brown bread had already been a favorite Saturday night tradition in New England for years.

Part of the tradition was soaking beans the night before, baking them all day, mashing bread butter, cutting up pumpkin for pie...

Today, you can put on the same kind of spread without all the "fuss and feathers"—for you can get all the major foods in Canco cans, made by American Can Company.

And today's canned foods give you *extra-deliciousness* to start with. For each is processed by an *individually perfect* method. The beans "cooked" to extra tenderness, the pumpkin lusciously smooth, the meat juicy and just right.

American Can scientists were the first to work out the "ideal" canning time and temperature for these and hundreds of other individual foods—so each one not only would be sterile, but would have the very fullest flavor, and the most vitamins.

Try this easy, thrifty meal. These Canco recipes give you the secrets of savory, "old-fashioned" seasoning—plus some clever modern twists. See if you don't harvest a crop of praises!

**American  
Can Company**

*Containers to help people live better*

American Can Company not only makes the containers that bring you today's tremendous variety of canned foods... it also works with growers and packers to make sure that these foods are more flavorful and vitamin-full than ever.

Registered Trademark

### FREE! Mats or photographs for newspaper advertising...

To help YOU get YOUR brand featured in food retailers' newspaper ads, Canco has mats for the main illustration of this New England Autumn Supper ad (2 col. 65 screen) for any tie-in program you may work out with your retailers. A mat or photograph will be

sent FREE direct to any retailer planning such a promotion. Requests should be addressed to:

**American Can Company  
Sales Promotion Division  
100 Park Avenue  
New York 17, New York**





# you cash in at the point of sale!



American Can Company, N. Y., N. Y.

A favorite American meal—made with foods you can get in Cansco containers.

Recipes are listed in order of preparation—to save time and simplify kitchen planning.

## GRANDMA'S PUMPKIN PIE

Prepare pastry for 1-crust, 9-inch pie using your favorite shortening; chill. *For filling:*

- 1½ cups canned pumpkin
- 1 tall can evaporated milk
- 2 eggs, beaten
- ½ cup brown sugar, firmly packed
- ¼ cup granulated sugar
- 1 teaspoon cinnamon
- 1 teaspoon nutmeg
- ¼ teaspoon ginger
- ¼ teaspoon ground cloves
- ½ teaspoon salt

Combine all ingredients; pour into chilled pastry shell. Bake in hot oven (375°F.) 40 minutes, or until knife inserted near edge of pie comes out clean. Cool on wire rack. Serve with whipped cream.

## AUTUMN APPLE SAUCE

Blend 1 can (1 lb.) apple sauce with 2 teaspoons horse-radish. Cover and chill. Garnish with strips of orange rind.

## SATURDAY NIGHT BEAN CASSEROLE

- 1 can (16 oz.) sliced pineapple
- 2 cans (1 lb. each) baked beans in pork and beans
- 1 can (1½ oz.) luncheon meat
- 1 can (12 oz.) frankfurters
- Whole cloves
- 2 tablespoons molasses
- ½ teaspoon dry mustard

Drain pineapple, reserving juice. Cut 2 pineapple slices in fourths; combine with beans in 1½-quart baking dish. Slice luncheon meat in half lengthwise; cut each half diagonally across; place on beans. Cut remaining 2 pineapple slices in half; arrange on luncheon meat; stud pineapple with cloves. Blend reserved juice, molasses and mustard; pour over all. Bake in moderate oven (375°F.) 25 minutes.

## BOSTON BROWN BREAD

Slice canned brown bread; heat in top of double boiler over boiling water 25 minutes.

## QUICK CHILI SAUCE

Chop 1 medium-sized onion and half of 1 green pepper; cook in 2 tablespoons shortening 5 minutes. Blend in 1 can (16 oz.) tomato sauce and 2 tablespoons brown sugar. Simmer 10 minutes, stirring occasionally.

These recipes serve 4. You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of American Can Co.

Important note: Whenever you do not use a full can of food, cover and keep the remainder in the refrigerator right in the can. It's safe—and it's reusable!

Send for new recipe book —  
"Canned Food Magic!"  
American Can Co. Test Kitchens  
Box 368, New York 46, N. Y.  
(In Canada, Box 130, Hamilton, Ont.)  
Enclosed is 10¢. Please send me new 24-page book of quick, clever menus, recipes and party tricks using more than 60 different canned meats.

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NEW YORK 5, N. Y.

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Coffee & Tea Industries and The Flavor Field, published monthly by the Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, October 1954, Vol. 77 No. 10. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

# **SAVE LABOR** **AND COFFEE**

WITH A

## **BAR-NUN<sup>®</sup>**

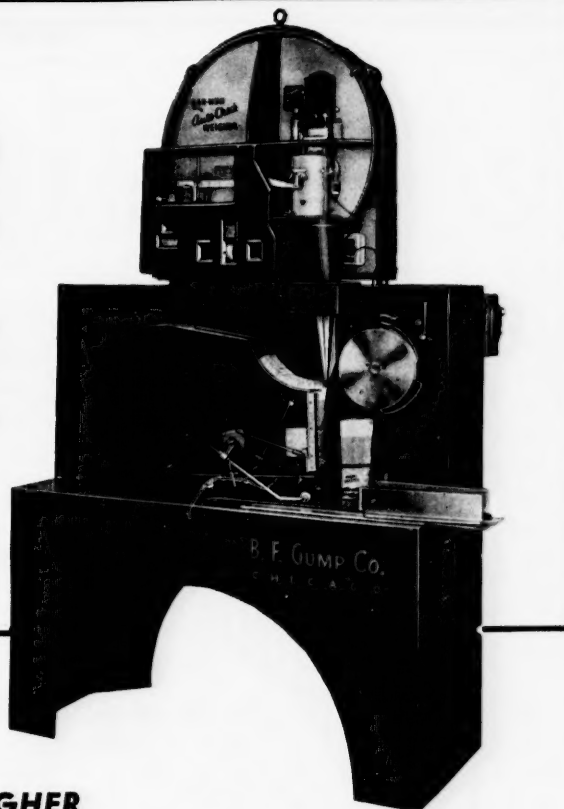
### **BAG FEEDER, OPENER AND WEIGHER**

Up to 1800 bags per hour—automatically fed, opened, held, accurately filled and ejected—are produced on a Bar-Nun Automatic Bag Feeder, Opener and Weigher, with the attention of one operator *less than half-time*. This rapid, automatic production cuts bag packaging labor costs by one-third to one-half, according to plant records of Bar-Nun installations.

The saving in coffee usually equals or exceeds the labor saving. Hundreds of pounds of coffee can be saved each year by the extreme *guaranteed* accuracy of the Bar-Nun Weigher. One-pound weights of ground coffee are weighed within 1/32 ounce plus or minus. Other weights, and whole bean coffee, are weighed with comparable accuracy.

In scores of installations, these Bar-Nun savings have repaid the purchase price of the machine within a year's time.

Our engineers will gladly give you complete details and quotation on the Bar-Nun Automatic Bag Feeder, Opener and Weigher that will effect these savings for you, if you will tell us whether you package ground or whole bean coffee, the weights of your packages, and the approximate daily volume of each. Write today. No obligation, of course.



### **THIS USER\* WRITES:**

"We have only this to say about our No. 25 BAR-NUN Weigher and Bag Feeder. It performs almost perfectly, is quite trouble-free and the weights are amazingly accurate. In addition to this, it naturally saves labor, and frankly, we would not part with it were we offered twice what we paid for it."

\*NAME ON REQUEST



**B. F. GUMP Co.** 1312 S. Cicero Avenue, Chicago 50, Illinois

—Engineers and Manufacturers Since 1872—

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS  
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

OCTOBER, 1954

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**SCHAEFER  
KLAUSSMANN CO., INC.**

- 99 WALL STREET, NEW YORK 5, NEW YORK
- 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

*Coffee Importers and Agents*







Yes, during the past two years, locations where Jabez Burns Engineering has played an important role in the construction of a new plant or making a major addition to an existing plant, have literally popped up all over the map. In fact, in addition to those shown on the U. S. map above, major engineering jobs were undertaken by Jabez Burns in Venezuela, Colombia, Philippine Islands, Japan, Sweden, So. Africa, Guatemala, Brazil and Ecuador.

If you are thinking about building, moving, enlarging or modernizing, it will pay you dividends to talk it over with our representative. Get the benefit of ninety years of practical engineering experience all over the map, by calling on us.

**JABEZ BURNS & SONS, INC.**

11th Avenue at 43rd Street • New York 36, N. Y.

DESIGNERS AND MANUFACTURERS OF FOOD PROCESSING EQUIPMENT

*Engineers*

**NOW  
MORE THAN EVER  
IS THE TIME TO  
SAVE  
WITH  
PORTUGUESE  
WEST AFRICAN  
COFFEE**

**...AND THEY WILL  
...OF YOUR BLENDS**

**JUNTA DE EXPORTAÇÃO DO CAFÉ**

**HEAD OFFICE: RUA AUGUSTA 27, LISBON, PORTUGAL**  
**BRANCHES: CAIRO VERDE • S. TOMÉ • ANGOLA**



## P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.  
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador  
El Salvador • Guatemala • Honduras • Mexico • Venezuela



© 1954

### The work of the Consumer Service Department

The Consumer Service Department of the Pan-American Coffee Bureau brings together two separate parts of the Bureau's program: food publicity and education. In the broadest sense, the Department's purpose is to increase knowledge and consumption of coffee.

The Coffee Bureau's food publicity is aimed directly toward the problem of teaching the American homemaker how to brew good, full-measure coffee. It also includes the development of new recipes using coffee and new uses for coffee such as Petit Café or "small coffee" served as an appetite-stimulating demitasse before dinner.

#### year-round publicity

Each month, the Consumer Service Department sends one special food picture with recipe and brief article to almost every daily newspaper in the country. There is no duplication of these pictures within the cities. From time to time, the papers also receive correct brewing instructions. Radio scripts, similarly, are sent to 1,300 stations monthly.

But the best known and most widely used release of the Department is its exceptionally well regarded "Coffee Newsletter." Its circulation of some 11,000 is comprised of editors, radio and TV commentators, food columnists and other interested parties. It contains feature articles and short items, plus two food pictures and recipes. These pictures and recipes are available for reprint in newspapers

and magazines, and each month about 200 requests are received for them.

The Department also provides technical assistance for major publications such as "Look" and "McCall's" when they write about coffee. Frequently, special articles are prepared for direct use by magazines.

#### long-range educational effort

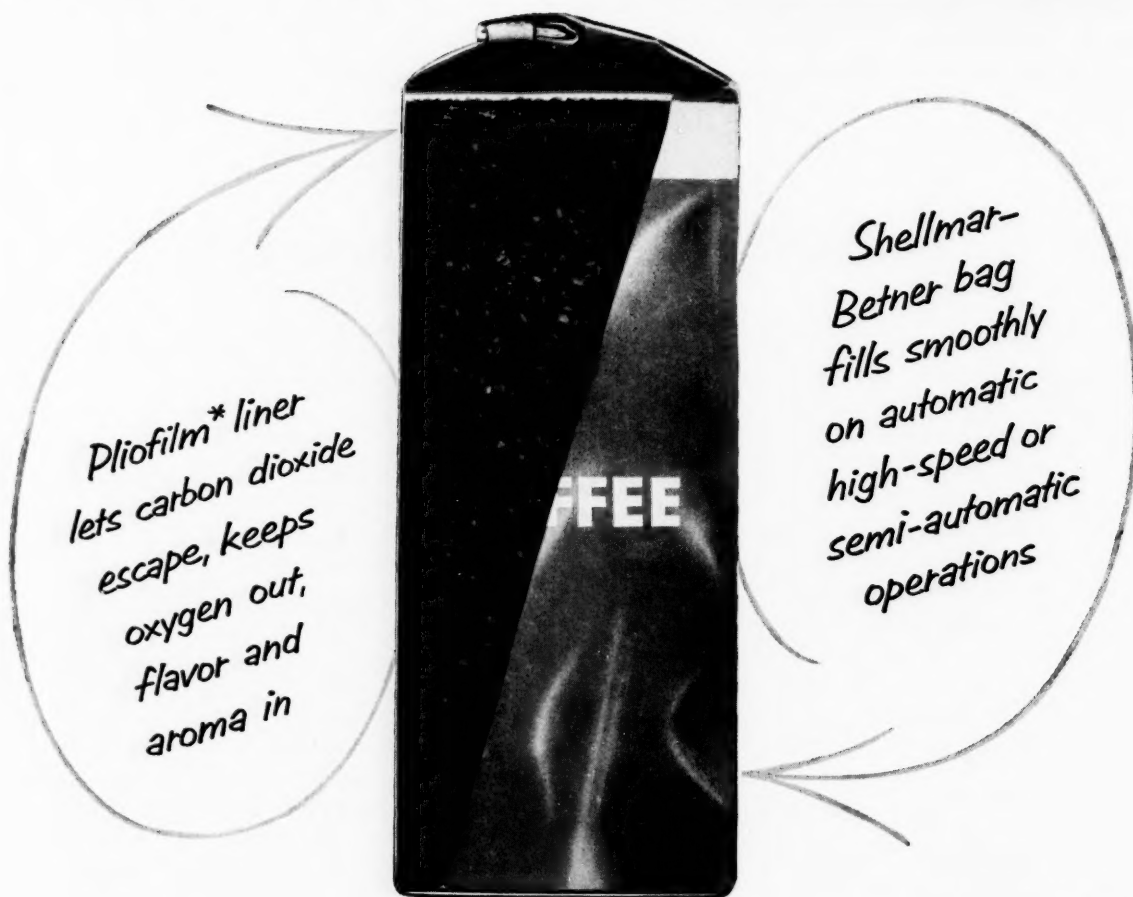
To develop an interest in coffee among the consumers of tomorrow, the Department conducts a broad educational program through the nation's school systems. The most popular piece distributed has been "Coffee, The Story of a Good Neighbor Product." Over two million copies of this colorfully illustrated booklet have been used by fifth and sixth grade students throughout the country. It is currently being expanded in scope for ever wider use by students up to the tenth grade.

To keep pace with the trend toward the use of visual aids in education, the Bureau is currently producing a strip film in color entitled "The Story of Coffee." This film, which will appeal to students in all grades, will be ready for distribution next month.

Sincerely yours,

*Chas. G. Lindsay*  
MANAGER

# Why Flav-O-Tainers keep coffee fresh 3 times longer



\*TM, The Goodyear T. & R. Co.

Hold a Shellmar-Betner Flav-O-Tainer bag in your hand, and you know in a minute why so many leading roasters and packers use it for their coffee.

1. Each Flav-O-Tainer bag has a Pliofilm\* lining and hermetically sealed inner seams. Oxygen is locked out — flavor and aroma are sealed in. That means coffee stays fresh from

the roaster's filling line to the customer's cup. 2. The Flav-O-Tainer is engineered for easy, economical automatic or semi-automatic filling. 3. With expert Shellmar-Betner printing, any package design stands out, crisply and cleanly, in eye-catching color.

Call on Shellmar-Betner soon...see how many ways Continental can help you.

CONTINENTAL © CAN COMPANY



**SHELLMAR-BETNER**  
FLEXIBLE PACKAGING DIVISION  
MT. VERNON, OHIO





## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 8—AUTOMATIC ROASTER CONTROLS

A bulletin on automatic controls for roasters has been issued by Jabez Burns & Sons, Inc. The bulletin explains how Burns has developed automatic controls for virtually every major phase of coffee processing, covering all roaster models and adapted to every roasting method. Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 36, N. Y.

### 9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

### 10—SUPERFINE PULVERIZER

The principle of pulverizing by air attrition and impact, with simultaneous classification and recycle in a single machine, is described in a new four-page illustrated catalog issued by the Schutz-O'Neill Co., 311 Portland Avenue, Minneapolis 15, Minn.

### 11—FLAVOR MATERIALS

This 36-page pocket-size catalog lists prices and gives details on a long list of essential oils, aromatic chemicals and certified colors. Virtually all the raw materials that go into the making of flavor extracts are included. Dodge & Olcott, Inc., 180 Varick St., New York 14, N. Y.

### 12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and pliofilm packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

### 13—COFFEE, TEA, TEA BALLS

#### PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossotti Lithographing Co., Inc., North Bergen, N. J.

### 14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

SPICE MILL PUBLISHING CO.  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐

Firm Name.....

Street Address.....

City and State.....

Signature..... Title.....

OCTOBER, 1954

Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

77th Year

OCTOBER 1954

Vol. 77, No. 10

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77th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



## ***CLOSE HARMONY***

In catering to the requirements of Green Coffee Buyers as agents for coffee exporters, it is our aim to develop a harmonious and helpful relationship, starting with the shipper and continuing through to the coffee roaster.

The Ruffner organization constantly endeavors to render dependable service, based upon harmonious dealings with all factors concerned. That this policy has borne fruit is indicated by close to sixty years of successful operation.

*Good coffee gives so much.*

# **Ruffner, McDowell & Burch, Inc.**

**NEW YORK: 98 Front Street**

**CHICAGO: 408 W. Grand Ave.**

**SAN FRANCISCO: 214 Front Street**

**NEW ORLEANS: 419 Gravier St.**

# ask industry action on extenders

## West Coast groups check law on coffee additives; trade lauds C&T article, sees problem continuing

The coffee industry is in a better position to come to grips with the problem of "extenders" as a result of the article on the subject in last month's *COFFEE & TEA INDUSTRIES*, formerly *The Spice Mill*.

This was made clear by letters sent to this publication by coffee men from all parts of the country. Response also came from coffee leaders in the producing countries.

The Article in the September issue of *COFFEE & TEA INDUSTRIES* reported an opinion by the Food and Drug Administration in Washington, D.C., which made it clear that coffee cannot be brewed with an extender and be called "coffee"—not if the service is in interstate operation.

The article cited the use of an extender, Buisman's Famous Dutch Flavoring, by United Air Lines, which reportedly does not acknowledge this use on menus or in answers by hostesses to passenger queries.

The United Air Lines case was called to the attention of John L. Harvey, Associate Commissioner of Food and Drugs, with an advance galley of the September article.

The article also pointed up actions which coffee men might take on a city or state basis to meet the extender problem.

Trade response to the September article emphasized these aspects:

1. More action on extenders is needed nationally. Cases already opened should be followed through.
2. Local laws which have bearing should be determined. Regional coffee men and their associations should be informed. Actions they start should be supported.
3. Some reports point up risks to the restaurant in the use of extenders. Operators are afraid their customers might find out and distrust everything they sell. There are problems in the taste of the brew. Some restaurateurs are said to find it difficult to mix the additive with ground coffee consistently, as per instructions, and the brew therefore varies enormously. It has also been reported that some restaurateurs have not realized in practise the savings claimed for the extenders. Packers should put this information before customers tempted to use additives.
4. The extender problem is most acute during periods of high coffee prices, but its damage lingers on. The trade should continue to act on the problem, regardless of price trends.
5. An entirely different kind of "additive," but the most prevalent, is too much water in the brew. The trade should come to serious grips with "stretching."

Industry response to the September article also revealed considerable regional and local initiative.

Oswald L. Granicher, president of the Pacific Coast Coffee Association said PCCA put a question directly to the State of California Pure Food and Drug Authorities.

"They advise that the use of additives or adulterants is against State law," Mr. Granicher declared. "They ad-

vised making a periodic spot check at the level of the processors. However, in the case of the use of coffee extenders by individual restaurants or institutions, this can only be determined by actual evidence at the time of use, and it is, therefore, difficult for them to police."

A report on the situation in the State of Washington came from Royal A. Frew, of the Mello-Cup Coffee Co., Seattle, who said *COFFEE & TEA INDUSTRIES* was "certainly to be commended" for the September article.

Here is how Mr. Frew summarized the extender situation in his area:

"At the inception of sale of coffee stretchers, all the coffee houses in Seattle contacted their own attorneys to find out what legal stand could be taken by manufacturers in preventing a customer using coffee stretchers in his product. In the proceedings, certain attorneys of the various coffee companies by chance got together on the subject and began to organize a group which collectively took the problem to the director of the State Department of Agriculture, who supervises the Division of Public Health.

"At first, the department's reaction was that the use of coffee stretchers, without public notification was a fraudulent act. The matter was finally turned over to the State Attorney General, who after many weeks of perusal, felt that the statute, as written, had nothing in it to arbitrarily prevent any restaurants using the product.

"A hearing was held by the director of the Department of Agriculture, at which both sides, the coffee people and the representatives of one of the prominent stretchers, presented their side of the story. Finally, a public decision was issued to the newspapers stating that the use of stretchers was permissible and that no detail of the law was being infringed. The coffee industry was not satisfied with this decision and, as a group, appealed further to the Attorney General. At this writing, no further decision has been handed down.

"Circumstantially, in the interim since stretchers came into prominent use, beginning with the latest high prices of coffee, many restaurants which showed interest in the stretchers from a cost standpoint, after trying them, found them highly unsatisfactory tastewise and were afraid their customers would find out about its use and would therefore mistrust all items of their service. They also found it very difficult to blend, per instructions, the stretchers with freshly ground coffee consistently, so that the resultant coffee product had terrific variations in flavor and quality. In some instances, where restaurant operators persisted in using these adulterants, they found they were never actually able to resolve the advertised, so-called saving, into money on hand.

"In this area, it seems that the use of these products with coffee is dying by itself. At this point, I would estimate that not over five per cent of the total restaurants in this

(Continued on page 28)

# WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

**BRAZILS  
ARE  
PREFERRED**



The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than all other countries put together.

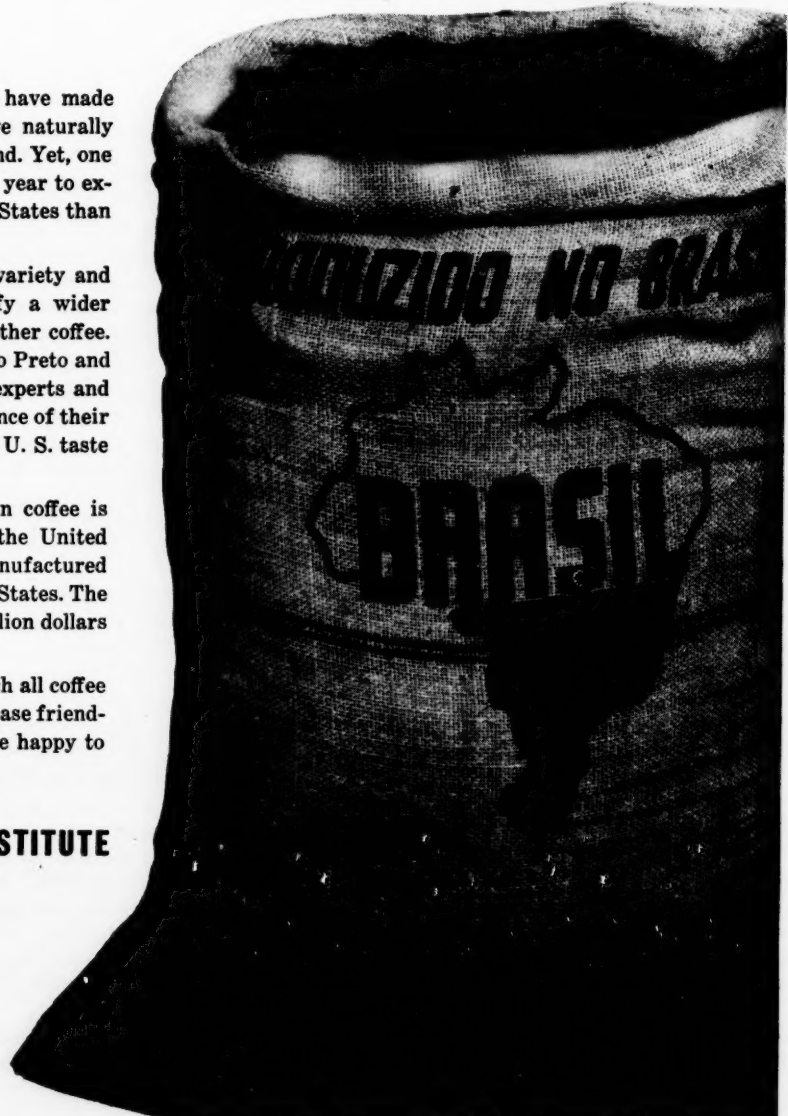
A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Such crops as the Campinas, Ribeirao Preto and Sul de Minas are renowned. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

It is not surprising that Brazilian coffee is first among all foods imported by the United States. In turn, Brazil purchases manufactured and processed goods from the United States. The two-way trade amounts to about a billion dollars a year.

This is a commercial factor of which all coffee men can be proud. For it helps to increase friendship among nations. We of Brazil are happy to be making our contribution to it.

## **THE BRAZILIAN COFFEE INSTITUTE**

120 WALL STREET, NEW YORK 5, N. Y.





# you, too, are public relations

By W. McKENNON, New Orleans Representative  
Coffee & Tea Industries

*One by-product of the coffee price crisis which shook the industry earlier this year was individual initiative. Here and there across the country, coffee men quickly saw the key problem—public resentment, public misunderstanding—and promptly took steps.*

*The issued folders, made talks, arranged interviews, spoke to editors.*

*Their efforts helped to blunt the attack, to turn it sooner than would otherwise have been true.*

*The industry is in debt to them. But two things should be made clear.*

*First, their efforts were not, even in their own minds, a substitute for industry-level public relations. They were backstopping and supplementing and filling gaps.*

*Second, there weren't enough of them. Many of those who picked up the challenge, did so magnificently. But they were too few. There could have been more, many more. Had there been, the industry's problems would be easier to solve today.*

*So that other coffee men can meet their own hesitations about doing something on their own in coffee public relations, we're presenting here the story of what one New Orleans roaster did. Here's why he did it, what he did, and the results.*

*"Did" is not quite correct. Fred C. Fagot is still doing it.*

When coffee prices rose so sharply in December, 1953, Fred C. Fagot, vice president in charge of the Lord Howe Coffee Co., New Orleans, knew something had to be done. As he foresaw, consumer resistance began to show up in slower coffee sales.

The promotion of Lord Howe coffees has been a major concern of Mr. Fagot's since the company's inception in 1950. He has used many advertising aids, including booths at the New Orleans Home Show, booths at the Magic Chef Show, demonstrators at supermarkets and house to house canvassers.

But to combat the resistance of housewives to higher-priced coffee, Mr. Fagot set to work with increased effort. Realizing the antagonism of the consumer was against coffee prices in general and had little concern with Lord Howe coffee individually, Mr. Fagot sought for some method of convincing the housewife that the price rise was not the fault of any one industry or concern. It was with this in mind that he obtained a 35 mm. sound movie in color, depicting actual coffee plantations in the ten Latin American countries which produce the bulk of our coffee imports.

This movie shows subtly how many of the Latin American people live in modern buildings, go to church, have schools and recreation very much as do citizens of the States. It then goes to the coffee plantations, showing coffee production from the planted seedling to the mature tree bearing fruit. The preparation of the coffee bean for export is pictured in its many labor-entailing phases. Transportation

to ports, ocean travel, domestic roasting, grinding, bagging and testing are shown.

After obtaining the movie, Mr. Fagot approached civic organizations and churches, offering the free donation of the film, and hot cups of coffee for those attending. This offer was eagerly accepted, and the film has been shown to eight groups and is presently booked for 25 more showings. A number of churches charge 25 and 50 cents admission, using the proceeds for their charitable funds.

The film opens with Lord Howe Coffee bags moving behind the film introduction legends. Mr. Fagot is then shown on the screen making a short introductory speech, emphasizing that consumer resistance to buying coffee will work a hardship on many people with whom we have common interests and economic interdependence.

One group which gave the movie, charging admission, was the Boy Scouts of Troop 98. This may seem incongruous, but the mothers were very interested in the coffee story, and the money was needed by the Troop for their annual outing. Mr. Fagot realized how interested Boy Scout mothers were, and made a color film record of the city-wide Boy Scout jamboree which is held in nearby Slidell each year. This film, with sound, is being shown repeatedly over the city, in connection with the coffee film.

After the films are shown, employees of the Lord Howe Coffee Co., serve cups of steaming coffee to all attending who wish to drink coffee, usually from a booth decorated with Lord Howe materials.

Mr. Fagot has spoken on the subject of high coffee prices before the Kiwanis Club, and on the Channel 61 TV station here. He has spent many hours attempting to restore the goodwill of the consumer towards coffee in spite of rising prices.

Does this pay off? Mr. Fagot thinks so.

(Continued on page 29)



Employees of the Lord Howe Coffee Co. serves coffee at a civic gathering where the coffee movie, in color and sound, is presented.



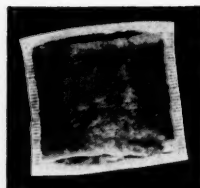
# OPEN YOUR DOOR TO SANTA CLAUS!

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Christmas isn't here, but Santa Claus is. He's here to bring you the gifts you want most — *real* profits and greater sales volume on coffee and tea. And they are genuine gifts, no capital outlay, no risk to accept.

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STEEPOLATOR BAGS are packed with your own coffee or tea under your own brand on MOCO Packaging Machines in your own plant or in Modern Coffee's factory. You can obtain MOCO Machines on a royalty basis with no capital investment.



Nationally Advertised in **LIFE, TIME, THE NEW YORKER, etc.**, to reach your customers, STEEPOLATOR COFFEE BAGS give consumers convenience and quality brewing control of real ground coffee — right in the cup. They are economical, eliminate waste and increase coffee consumption.



## STEEPOLATOR TEA BAGS

Flat or pleated, are simultaneously formed, filled, sealed, brand-name identified, and tabbed and looped at over 200 per minute. The tasteless, non-tangling, one-end-detachable tab with loop replaces old-fashioned, slow production tag and string.

The ultra attractive, new style Steepolator has four pleats to increase infusion but tea bag size is cut in half. The bag contains the same amount of paper for maximum porosity and the same amount of tea as the old-fashioned flat type.

**OPEN YOUR DOOR TO  
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# end near of close balance

## In world coffee, USDA says

The period of close balance between world coffee supply and demand is nearing an end. The U. S. Department of Agriculture says that the 1954-55 marketing season should be the last "close balance" season.

World production of green coffee for the marketing year 1954-55 is forecast at 41,700,000 bags by USDA, compared with 41,400,000 bags (revised) for 1953-54 and 40,800,000 bags (revised) for 1952-53.

The total forecast for 1954-55 exceeds the postwar (1946-47/1950-51) average of 36,900,000 bags by 13 per cent and is slightly larger than the prewar (1935-36/1939-40) average of 41,600,000 bags.

World exportable production of coffee may exceed 33,800,000 bags for the marketing season 1954-55, compared with 33,500,000 bags for 1953-54 and 32,600,000 bags during 1952-53, USDA says.

Dispatches from foreign posts indicate that distribution of coffee in producing countries fell from about 8,200,000 bags in 1952-53 to less than 7,900,000 bags in 1953-54, as many producers pushed exports at the expense of home consumption.

The forecast for 1954-55 and the revised estimate for 1953-54 bring more clearly into focus the following factors of importance to coffee consumers, USDA emphasized:

1. There was no decline in total world production following the 1952-53 marketing season, despite the Brazilian frost of July, 1953.

2. There was no significant decline in Western Hemisphere coffee production (important to the United States consumer) following the 1952-53 marketing season.

3. Total world production for the 1953-54 marketing season exceeded current world consumption of about 40,000,000 bags.

4. The 1954-55 marketing season should be the last season during which a close balance exists between world production and world consumption.

The excess of future production over consumption will depend largely upon the extent to which Brazilian production recovers from the July, 1953, frost damage and the extent to which world consumption reacts to price declines, USDA explained.

The forecast for the current marketing season reflects in part, USDA added, a good crop year in the biennial cycle of coffee production for many producing areas. However, the slightly increased total world production, despite a setback to production in Brazil, reflects more strongly the increased plantings of the postwar period—particularly those which followed the price rise of 1949-50. These plantings are moving into production now and promise to maintain world output above world requirements after the 1954-55 season.

The 1954 coffee harvest in Brazil is forecast by USDA at 18,000,000 bags, compared with more than 19,000,000 bags during 1953 and 19,200,000 bags during 1952.

From these production figures the following estimates of exportable production are derived, in million bags:

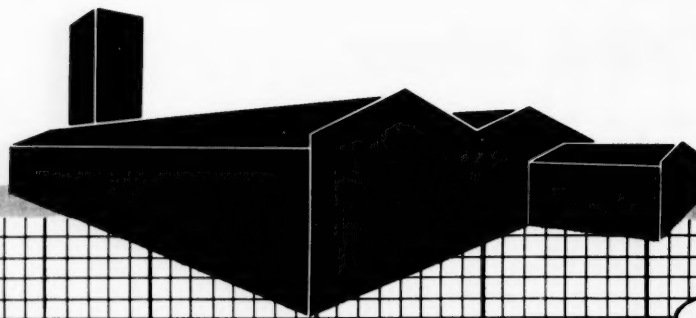
	1952-53	1953-54	1954-55
Total coffee production ..	19.2	19.0	18.0
Less unregistered coffee..	3.1	3.1	3.1
Coffee produced for registration .....	16.1	15.9	14.9
Less port consumption and coastwise shipments ...	0.9	0.8	0.8
Exportable production ...	15.2	15.1	14.1

The harvest year 1954 in Sao Paulo is a good one with respect to the biennial cycle of coffee production, according to USDA. In addition, the Sao Paulo Secretariat of Agriculture estimates that there were 1,365,000,000 coffee trees in Sao Paulo, as of January, 1954, or 36 per cent more than the total for 1949. More than 1,250,000,000 of these trees were more than three years old and should

(Continued on page 20)

### World Coffee Production

Continent and country	Averages		1952-53	1953-54	1954-55
	1935-36/1939-40	1946-47/1950-51			
	Bags 1/	Bags 1/	Bags 1/	Bags 1/	Bags 1/
<b>North America</b>					
Costa Rica	390	370	550	358	548
Cuba	425	564	445	530	500
Dominican Republic	347	348	442	467	467
El Salvador	1,091	1,203	1,365	1,073	1,530
Guatemala	1,002	1,044	1,245	1,200	1,230
Haiti	538	617	595	700	530
Honduras	57	131	197	249	200
Mexico	959	1,004	1,450	1,320	1,680
Nicaragua	280	293	363	340	390
Other 5/	251	311	420	538	500
<b>Total</b>	<b>5,440</b>	<b>5,885</b>	<b>7,072</b>	<b>6,775</b>	<b>7,575</b>
<b>South America</b>					
Brazil	25,340	18,704	19,170	6/ 19,000	6/18,000
Colombia	4,452	5,840	6,405	6,900	7,125
Ecuador	254	280	369	380	425
Peru	80	93	128	153	175
Venezuela	940	698	900	600	800
Other 1/	83	26	42	39	40
<b>Total</b>	<b>31,149</b>	<b>25,641</b>	<b>27,033</b>	<b>27,072</b>	<b>26,565</b>
<b>Africa</b>					
Angola	300	616	917	1,067	1,000
Belgian Congo	320	538	600	563	600
Ethiopia	315	363	606	483	783
French W. Africa	250	940	983	1,500	1,600
Kenya	297	156	215	192	203
Madagascar	537	467	689	725	750
Tanganyika	263	240	168	339	339
Uganda	225	514	440	491	508
Other 3/	65	297	401	438	3/ 440
<b>Total</b>	<b>2,802</b>	<b>4,331</b>	<b>5,019</b>	<b>5,798</b>	<b>6,223</b>
<b>Asia and Oceania</b>					
India	278	309	384	501	373
Indonesia	1,961	485	1,008	996	703
Yaman	80	99	67	80	70
Other 2/	176	182	221	222	2/ 222
<b>Total</b>	<b>2,495</b>	<b>1,075</b>	<b>1,680</b>	<b>1,799</b>	<b>1,368</b>
<b>World Total</b>	<b>41,586</b>	<b>36,932</b>	<b>40,804</b>	<b>41,444</b>	<b>41,733</b>
<b>Exportable</b>					
Production	35,017	28,900	32,629	33,544	33,831
1/ Bags of 135.3 pounds each. 2/ Preliminary. 3/ Office estimate. 4/ Revised.					
5/ Includes S.W.I., Panama, and Puerto Rico. 6/ Production as estimated by Federal Trade Commission. 7/ Includes Bolivia, Paraguay and Surinam. 8/ Includes Fr. Cameroons, Equatorial Africa, Togoland, Liberia, Sao Tome, Principe, Sierra Leone, Spanish Africa and Gold Coast. 9/ Includes Indochina, Philippines, New Caledonia, New Hebrides, Hawaii and North Borneo.					



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and—get the best.

The manufacture of your private  
label instant coffee is our only busi-  
ness! We have no brand of our own.

We serve many of the largest  
grocery chains and coffee roasters  
throughout the country.

Let us help market your brand —  
our only aim is to produce the finest  
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JAMAICA 12, NEW YORK

Tel: OL 7-0700



# the growth of automatic coffee vending

*Sturdier than many coffee men realize is the youngest offshoot of the industry—automatic coffee vending.*

*There might be question as to whether automatic vending is properly a segment of the coffee industry. Its personnel, its capital, its equipment come largely from other fields.*

*But there can be no question that automatic vending is a market for coffee.*

*True, the coffee is soluble—powder, pellets, frozen, liquid or fresh—but coffee.*

*This article is from the 1954 Directory of Automatic Merchandising. It is published by special arrangement with the National Automatic Merchandising Association.*

Like several other forms of food product automatic merchandising, coffee vending owes its origin to the German automatic restaurants, which first appeared in Berlin in 1895. American "Automats" made their debut in Philadelphia eight years later, with the nickel-actuated coffee dispenser one of the most popular features. However, this device was a supervised in-store unit; and the modern coffee machine did not arrive on the vending scene until more than 40 years had elapsed.

During the 1920's and 1930's, several unsuccessful attempts were made to produce a self-sufficient coffee vendor. Such models generally employed a heated thermos tank which stored several gallons of brewed coffee. These machines proved impractical from both a servicing and spoilage standpoint.

Vending attempts revived in the pre-World War II period, when coffee concentrates were marketed for home use. One machine, built in Boston in 1941 with the assistance of the G. Washington Co., utilized a liquid concentrate, but this venture had not progressed beyond the

working model stage when the war ended further tests.

Stimulated by military needs, major developments were made in the production of liquid and powder coffee concentrates. Interested manufacturers sought to utilize these products for vending, and their experimentation continued during the war years. By 1946, the first coffee vendors were being marketed by Rudd-Melikian, Inc., of Philadelphia, which produced a 425 cup unit. This machine utilized the firm's Kwik-Kafe frozen liquid concentrate, kept under refrigeration, as well as fresh cream and liquid sugar; and patrons were offered a choice of coffee with cream, sugar, both, or neither (black). Cup capacities were raised in subsequent models; and, by the end of 1948, some 1,500 Rudd-Melikian models were on location. A "hot" paper cup was utilized in the liquid concentrate-type vendor, since many operators employed this kind of equipment to serve coffee for consumption at about 180 degrees. Some modern models now permit a lower 165 degree temperature.

Meanwhile, other firms had been working with powder-type concentrates, and in 1948 The Bert Mills Corp. of Chicago (which had built its initial model in 1946) brought out the first successful unit of this type. Known as the Coffee Bar, this 500-cup machine also utilized a powdered cream. Because it was not necessary to mix the powdered product at as high a temperature as the liquid concentrate, it could be vended at 180 degrees and served in the cup at 160 degrees. As a result, a less-costly "hot-and-cold" type paper cup was developed for use in these machines.

Work on a third type of dispenser, which is an offshoot of the powder machine, was begun by Knappway Devices

(Continued on page 30)

## Coffee Vending Machine Manufacturers

*This list is based on the 1954 Directory of Automatic Merchandising, published by the National Automatic Merchandising Association.*

**American National Dispensing Co.**, Fourth and Cannon Ave., Lansdale, Pa. Manufactures coffee machines for distribution by the Cole Products Co., in the United States and Canada; and for its own foreign sale under the trade name Andico.

**Apco, Inc.**, 250 West 57th St., New York 19, N. Y. Manufactures cup machines for soft drinks and coffee, combination coffee and soft drink machines, and milk machines. Equipment sold only under company's trade names: Soda Shoppe, Coffeeshoppe, Milkshoppe.

**Chef-Way Sales, Inc.**, 527 South West Blvd., Kansas City, Mo. Manufactures coffee, soup and hot chocolate machines sold only under the company's trade name, Chef-Way. Also manufactures coffee, cream, sugar, soup and hot chocolate pellets for use in Chef-Way vendors.

**Coffee-Mar Corp.**, 174 Malvern St., Newark 5, N. J. Manufactures coffee vending machines sold only under company's trade name through sales agents, Schroeder Products Co., Inc., Woburn, Mass.

**Coin-O-Matic Manufacturing Co.**, 3557 Geary Boulevard, San Francisco 18, Calif. Manufactures packaged powdered coffee, tea, soup and hot chocolate for manual mixing.

**Cole Products Corp.**, 39 S. La Salle St., Chicago 3, Ill. Manufactures cup machines for coffee and soft drinks. Coffee machines sold under trade name Coffee-Spa, through company salesmen.

**Indevco, Inc.**, 806 East 141st Street, Bronx 54, N. Y. Manufactures coffee and combination coffee and cold carbonated beverage machines sold under trade name Koffee King, through company salesmen and distributors.

**Rudd-Melikian, Inc.**, 1947 North Howard Street, Philadelphia 22, Pa. Manufactures coffee, cold beverage and combination coffee and cold beverage machines sold only under trade names Kwik-Kafe and Coffee Cub, through company salesmen.

(Continued on page 62)

**end near of close balance  
in world coffee, USDA says**

*(Continued from page 17)*

have been producing to some extent by the summer of 1954.

On the other hand, about ten per cent of the trees in Sao Paulo suffered frost damage in July, 1953. Additional damage was caused by rains in June, 1954. However, these rains were not reported to have done more than possibly affect quality, not quantity. The Sao Paulo Secretariat is forecasting a total coffee production of 8,600,000 bags this season, compared with an estimated 8,000,000 bags during the off-year, 1953.

Total coffee production from the frost-damaged trees of Parana is forecast at 2,000,000 bags for 1954, compared with almost 4,000,000 bags in 1953 and 5,100,000 bags in 1952, USDA continued. The current production forecast reflects the reports of more than two-thirds damage to the trees of Parana from the frost of July, 1953. The quality of the Parana crop is expected to be better than the poor quality crop of last year.

Reports from areas of Brazil other than Sao Paulo and Parana indicate a total coffee production about as large as that of last season, despite the fact that this is the low year in the alternate bearing cycle for most of those other states in Brazil.

On the basis of favorable weather reports from the northern coffee areas, USDA forecasts that about 7,200,000 bags will be produced in 1954 in areas other than

Sao Paulo and Parana, compared with more than 7,400,000 bags in 1953 and 5,800,000 bags in 1952. Of these totals, about 1,600,000 to 2,000,000 bags have usually been consumed internally and are not registered for shipment to port.

The 1954-55 coffee harvest in Colombia is forecast by USDA at 7,100,000 bags. While trade sources in that country place 1954-55 production at about the level of last season (6,900,000 bags), their forecasts are based on the possibility of adverse weather conditions, and it is admitted by them that output could be much higher.

Total acreage planted to coffee in Colombia is estimated now at about 831,200 hectares, or about 30 per cent more than the average cultivated area during the postwar period 1946-47/1950-51.

Of the total trees planted—1,180,000,000—almost 12 per cent were less than two years old in October, (1953). On the basis of acreage increases since the postwar period, Colombian production should exceed 7,500,000 bags within the next few seasons, USDA feels.

Coffee production for 1954-55 in Costa Rica is forecast at 548,100 bags, of which approximately 491,400 bags will be exported, USDA says. This compares with a production for 1953-54 of 358,000 bags, of which about 310,000 bags were exported.

The estimated increase in the Costa Rican coffee crop for 1954-55 is attributed to an increase of approximately ten per cent in acreage planted within old zones of production.

USDA reports the consensus of the trade in the Dominican Republic is that the coffee crop for the marketing

*(Continued on page 24)*

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**BRAZIL AND COLOMBIA**

**By the**

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# coffee break main PACB target in '55

## bigger "One for the Road" campaign set for coming holiday season

The major portion of the advertising and promotional budget for the Pan-American Coffee Bureau's 1955 campaign will again be devoted to the coffee break. This was announced last month by Charles Lindsay, the Bureau's Manager.

The proposed campaign was outlined to 130 members of the coffee trade at a luncheon meeting at the Hotel Biltmore, New York City.

Horacio Cintra-Leite, Bureau president, welcomed the group. John F. McKiernan, National Coffee Association executive vice-president, spoke briefly about the purpose of the meeting.

Mr. Lindsay outlined the overall program. John Burns, Bureau advertising director, used color slides to demonstrate the program in its entirety and to show how industry members can tie-in their own advertising and public relations programs.

The New York presentation was the first of a series of 12 scheduled for various cities throughout the country.

Advertising space in leading national magazines, women's home service publications and trade magazines will carry the coffee break theme to the home consumer and the restaurant and industrial fields.

In addition, the coffee break will be featured in Mary Margaret McBride's nationally syndicated column. This series will be placed over the signature of the Coffee Brewing Institute and will also continue to stress correct coffee brewing methods.

The consumer advertisements will show people from all walks of life enjoying a coffee break. Copy is short, to-the-point, natural-sounding. The major portion of each advertisement is a large, photographic illustration of the individual drinking coffee.

Restaurant trade advertisements will show operators the business that can be created by pushing the coffee break periods.

Industrial trade publication advertising, slanted towards management, will emphasize the employee goodwill and added efficiency derived from the establishment of the coffee break. Mr. Lindsay reported that over 60 per cent of the industrial plants now feature the coffee break. In addition, the coffee break has become so popular and desirable that provisions are now made for it in many union contracts.

Booklets also play a big part in promoting coffee and correct coffee brewing, it was pointed out. Two booklets are over the Coffee Brewing Institute's signature—one slanted toward the home consumer, with specific brewing instructions for various types of coffee makers. The other is pitched at the restaurant operator. It gives a step-by-step explanation of better coffee brewing—and the care and cleaning of coffee brewing equipment.

A third booklet, designed specifically for school use, tells the coffee story in terms readily understood by that audience. Prepared by the Bureau, this piece of literature goes a long way towards creating a favorable impression for coffee in the minds of future consumers.

The effective publicity campaign waged by the Pan-American Coffee Bureau for the coffee break is reflected in the many different ways that it is being used. Churches, clubs and other organizations throughout the country now feature "coffees"—functions at which coffee is the beverage served.

Mr. Lindsay urged regional roasters to tie-in with the Bureau's campaign by featuring the coffee break in their advertising and thus gaining the advantage of its nationwide acceptance.

The success of the Pan-American Coffee Bureau's "One for the Road" campaign is attested by the increased 1954 budget for that theme, it was emphasized.

The entire 1954 holiday season will be spotlighted by a nationwide campaign. Outdoor posters, radio, television and newspapers will spread the word.

Full-color, 24-sheet posters, many of them illuminated, will blanket the nation's highways. More than 2,500 billboards in 370 cities and towns are to be used.

Newspaper advertisements, highly successful in previous campaigns, will once again come in for the lion's share of the advertising budget.

Television spot announcements, ranging from ten seconds to one minute, are geared to reach more than 30,000,000 viewers. Top TV shows, such as Dave Garroway's "Today," will be among those used to impress the consumer with the slogan "Make that 'One for the Road' coffee . . . for holiday safety."

Regional roasters can tie-in with the Bureau's campaign, and at the same time further sales of their own brand, it was pointed out. Posters are available from the Bureau,

(Continued on page 60)

## Trade Roast

By DOUGLAS WOOD



"It's an amazing coffee discovery—brewed green beans!"



## Chock Full O' Nuts Coffee launches single grind coffee, puts \$1,000,000 into promotion

The young maverick of the coffee industry is at it again. The Chock Full O' Nuts Coffee Corp., New York City, has announced an all-method grind of coffee. The one grind, the company says, can be used equally well for any type of brewing—percolator, drip or vacuum.

Chock Full O' Nuts Coffee, which is only about a year old, claims third position in the New York market, a remarkable achievement.

William Black, president of the corporation, seems to relish striking out on his own—in statements on industry policy and in attitudes toward coffee procedures.

During the coffee price crisis he clashed head-on with industry spokesmen in releases to the press.

His product promotion went off on a vigorous tangent on brewing methods.

His brand advertising leaned heavily for a while on brewing methods—but the advice was contrary to approved industry recommendations.

He announced iced coffee would be served in his eating places—but made with coffee ice cubes and with a special dispenser still being developed.

A \$1,000,000 advertising campaign is being launched by Chock Full O' Nuts Coffee Corporation (N.Y.), to inaugurate its new All Method Grind Coffee. The unique, single-type coffee in one-pound, vacuum-packed cans will have distribution in Metropolitan New York City, New Jersey, Connecticut and Massachusetts.

Full-page ads will be used to introduce the All Method Grind, as well as a saturation TV and radio campaign. More than 60 newspapers in 52 cities are included in the advertising program.

Donahue & Co., Inc., is the agency.

Here's how Chock Full O' Nuts summarizes the advantages of a single grind, in its "pitch" to grocer customers:

The All Method Grind Coffee reduces by a considerable amount the shelf space and storage space now required to display and stock each of the three grinds of the many different brands.

This saved space can be utilized for other profitable purposes.

It removes confusion and the problems of ratio buying of three grinds. The All Method Grind serves all purposes.

It reduces the required inventory of coffee, enabling the grocer, particularly the small independent operator, to avoid tying up capital unnecessarily.

It gives the chain stores more fluidity of operation in their coffee departments, eliminating a tremendous amount of paper work.

It avoids confusion among consumers and eliminates the possibility of wrong purchases and time consuming exchanges.

The coffee will be packed 24 pounds to a case as well as 12 to a case, to accommodate the smaller grocer.

Mr. Black has lots of confidence in what he's doing. He thinks it's right, and that it's important. He puts it this way:

"We expect that it will make three separate grinds as obsolete as the Model T Ford. I am backing up this conviction with one of the most intensive advertising campaigns in history."

## THE WORLD'S BEST MILD COFFEES

FOR YOUR BEST BLENDS USE  
THE BEST MILD COFFEES IN  
THE WORLD WHICH ARE  
PRODUCED IN:

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## Industry recommends three grinds as standard; all-method grind not new

The coffee industry has recommendations on coffee grinds. It is stated in Simplified Practice Recommendation R231-48, developed by the trade in cooperation with the National Bureau of Standards.

This recommendation establishes standards — with reasonable tolerances — for three types of grinds: regular, drip and fine.

The standards, based on considerable research by the Brewing Committee of the National Coffee Association, were an answer to what had been, before then, a chaotic situation.

There had been wide differences between grind designation and degree of fineness from one brand to another. "Pulverized" was in fairly common use, without basis in granulation or in brewing needs. Some roasters used grind names of their own, all of it making for consumer confusion.

The simplified practice recommendation enabled all coffee roasters to use the same designations for the three standard grinds. Moreover, for each grind the degree of granulation was established.

Through extensive tests, NCA's Brewing Committee determined the granulation which in each case would give the best results in brewing coffee.

Most industry opinion holds to the three grind standards. But alongside of this opinion is some top-level thinking that a single all-method grind may bear looking into.

The question is being talked about now as a result of the campaign for its all-method grind launched by Chock Full O' Nuts Coffee.

Industry people who have an open mind on the single grind, without holding any brief for Chock Full O' Nuts, think the queries raised by that company in its promotion have point:

"How often have you been confused about the grind you thought you needed? Gotten the wrong grind through no fault of your own? Been worried about getting the right grind for your new coffee maker?"

These industry members feel a single grind may be practical—given consideration of other factors, in the field of coffee brewing devices and instructions for use.

They puncture the claim of "pioneering" by Chock Full O' Nuts in developing an all method grind.

They say an all purpose grind has been known, and used, for decades.

As one example they cite Hills Bros. Coffee, Inc., which produced its coffee in only one grind up to November, 1945.

Until coffee roasters went "grind happy", tagging all sorts of designations on its packages, Hills Bros. didn't even have a name for its grind. But in the late 1920's they began to use a descriptive phrase on their cans: "Ground Right to Taste Right".

In the mid-1930's, Hills Bros. actually gave the grind a name. They called it "The Correct Grind". With the continued promotion of multiple grinds by the industry,

(Continued on page 56)

OCTOBER, 1954



## Leon Israel & Bros., Inc. Coffee Importers

NEW YORK  
101 FRONT ST.

SAN FRANCISCO  
160 CALIFORNIA ST.

NEW ORLEANS  
300 MAGAZINE ST.

CHICAGO  
404 NO. WELLS ST.

### AGENTS FOR

LEON ISRAEL AGRICOLA E EXPORTADORA S/A  
(BRAZIL)

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ISRAEL (LONDON) LTD.  
110 Cannon St., London E.C. 4, England

# MAXWELL HOUSE COFFEE



MEMBER OF  
**NCA**

BOUGHT AND ENJOYED BY MORE  
PEOPLE THAN ANY OTHER BRAND



*Good to the Last Drop!*

**end near of close balance  
in world coffee, USDA says**

*(Continued from page 20)*

season beginning 1954 will approximate the 466,700 bags of the previous season. Carryovers from the 1953-54 season are believed to be negligible. With a local consumption estimated at 100,000 bags, the exportable surplus of the coming season should total about 366,800 bags.

Most trade sources believe that the percentage of the new coffee crop derived from new plantings will be practically negligible. Previous estimates placed the annual rate of increased plantings of coffee trees in the Dominican Republic at about five to ten per cent of the total number of trees in the country. Because there is no data on the number of trees retired, this may represent only normal replacement.

In the event the 1954-55 coffee crop in El Salvador turns out to be as promising as some of the best informed sources seem to think, almost 1,400,000 bags should be available during the season beginning October, 1954, compared with 920,000 bags from the previous crop, USDA points out.

As domestic consumption is estimated at 150,000 bags, this would indicate a total production of about 1,530,000 bags during 1954-55. This increase is the result of favorable weather during the good year in the biennial cycle of coffee production.

The per cent of output in 1954-55 from plantings not

producing in 1953-54 probably will not exceed one or two per cent.

The Guatemala harvest for 1954-55 is forecast at 1,230,000 bags, of which 970,000 bags would enter export channels. This compares with a total production of 1,200,000 bags in 1953-54, of which exportable production totalled 940 thousand bags.

It is estimated that perhaps three per cent of the 1954-55 production may be derived from plantings not producing in 1953-54.

A record crop of almost 1,700,000 bags is expected for 1954-55 in Mexico. As high prices for coffee have discouraged local consumption somewhat, it is anticipated that local distribution will not exceed 210,000 bags, leaving almost 1,500,000 bags for export during 1954-55.

In the meantime, the 1953-54 crop is turning out to be larger than previously forecast. From semi-official sources, the total crop is now estimated at 1,300,000 bags.

Only a relatively small part of the increased Mexican coffee production in 1954-55 will be from new plantings, probably about five per cent. The principal increase will be because of better care through the application of fertilizer, thinning, pruning, proper shade and tillage.

These factors, plus the new plantings, should increase Mexico's coffee production within two or three years to 2,000,000 bags.

The 1954-55 coffee production of Angola is forecast at 1,000,000 bags, or almost seven per cent under the 1953-54 production.

Production for 1954-55 will be somewhat higher than previously anticipated, as most of the crop was saved in areas which at one time were threatened by drought. The

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Amboin area, south of Luanda, has suffered the heaviest loss with production estimated at 20 per cent less than the 1953-54 level. Rainfall in April and May prevented even heavier losses. Production in all other areas is expected to be about normal.

The 1954 coffee harvest in the Belgian Congo and Ruanda Urundi is forecast at 600,000 bags, compared with 560,000 bags in 1953 and 600,000 bags in 1952. It is estimated that between 11 and 13 per cent of the 1954 production in the Belgian Congo will be from new plantings not producing in 1953.

The percentage of total 1954 production in Ruanda-Urundi coming from new plantings might be estimated at 15 per cent. Production in 1954 will have regained the level attained in 1950 in Ruanda Urundi (about 192,000 bags).

While production in Ethiopia is expected to total 783,000 bags in 1954, trade estimates range from 667,000 to 1,000,000 bags, with average estimates from 750,000 to 833,000, bags, USDA reports. Approximately ten per cent of the increased production can be attributed to new plantings.

In French West Africa, roughly 33,000 bags were carried over to 1953-54 from the 1952-53 crop of 983,000 bags. Revised estimates for 1953-54 indicate that this will be the record crop of all time, exceeding the best previous year by as much as 417,000 bags.

Coffee production for 1953-54 in French West Africa is expected now to exceed 1,500,000 bags, surpassing the most optimistic estimates. This would mean a total available supply—production plus 1952-53 carryover—of about 1,550,000 bags.

The 1954-55 crop is expected to be larger than the present one, but the magnitude of the increase is expected to be considerably reduced, perhaps 83,000 to 167,000 bags. This would mean a production of 1,583,000 to 1,646,700 bags, which, added to the estimated carry-over from the present crop of about 50,000 to 70,000 bags, would give a total estimated available supply of 1,633,000 to 1,716,700 bags. The increase for the next crop year is expected to be the result of new plantings which did not contribute to the yield in 1953-54.

Coffee production in 1954-55 in Indonesia is roughly forecast at 703,000 bags, 96 per cent Robusta and four per cent Arabica, of which 433,000 bags will be available for export, USDA continues. Latest estimates place the 1953-54 crop at 996,000 bags. Total exports during the calendar year 1953 amounted to 537,283 bags.

The coffee crop in India from July 1st, 1954, to June 30th, 1955 is expected to reach 373,000 bags, compared to 491,000 bags in the comparable period of 1953-54.

The estimated carryover from the crop year 1953-54 is 374,000 bags. Assuming that 339,000 bags of the estimated crop of 373,000 bags for 1954-55 are available during the crop year 1954-55, a total supply of 747,000 bags is estimated to be available during 1954-55.

#### Represents Snell in Vancouver

John P. Baird Jones has been appointed to the staff of Foster D. Snell, Inc., consulting chemists and engineers.

With offices in Vancouver, Mr. Jones will be the technical representative for Foster D. Snell in British Columbia, Canada.



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Foster D. Snell, Inc. has provided engineering and processing "know-how" to the soluble coffee industry since its inception. Services include coffee blending, flavor evaluation, trouble shooting, and the engineering of soluble coffee plant equipment.

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## Crops and countries

coffee news from producing areas

### Future coffee policy outlined by Brazil's new finance minister

Sparked by repeated rumors of cruzeiro devaluation, Eugenio Gudin, Minister of Finance of Brazil, made it clear that such rumors were unfounded. He outlined the basis of Brazil's coffee policies.

Minister Gudin clarified his attitude in a letter released through Horacio Cintra-Leite, U. S. representative of the Brazilian Coffee Institute.

"In the hope that this statement may help to restore a sense of confidence both to roasters and importers so they may resume their normal trade relations, I want to make these facts clear," Professor Gudin said.

"1. The only reason for my visit to the United States at this time is to attend the annual International Monetary Fund meeting in Washington as representative of Brazil. I was invited and accepted this invitation long before I became Minister of Finance, and I have regularly attended these annual meetings since the Fund was established.

"2. I am not asking—and will not ask—for any modification of the cruzeiro parity.

"3. The coffee policy established by SUMOC instruction No. 77, modified by No. 99, will be maintained.

"4. The Bank of Brazil is financing and will continue to finance coffee growers and exporters of Brazil's coffee at the rate established by the SUMOC instructions.

"I authorize you to make the contents of this letter available to all interested persons, and the press. It is my intention to define clearly the policy of my government on these matters to help put an end to a lack of mutual confidence which is as damaging to Brazilian coffee growers as to the coffee trade of the United States."

SUMOC refers to the Superintendency of Currency and Credit. (Superintendencia da Moeda e do Credito). Regulations are issued by the Secretary-Treasurer of Brazil regarding imports, exports, foreign investments, etc. Each regulation is numbered.

In another statement, specifically on the rumor of cruzeiro devaluation, Professor Gudin said, the only explanation he could see "for these repeated rumors is that probably group-interests in the New York Coffee Exchange are trying to improve their position in forward coffee transactions.

"The Brazilian Government has not the slightest intention either of devaluing the cruzeiro or introducing any modification in the exchange system or coffee policy."

### Text of Brazil coffee ruling issued

The Superintendencia de Moeda e do Credito (SUMOC) has published the text of instruction No. 99, covering current coffee procedures, it is reported by Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES.

The ruling is as follows:

"The Superintendencia da Moeda e do Credito, according to the decision of the Council, in session of this date, considering the dispositions of Article 3rd., Item H, and 6th. of Law 7.293 of February 2nd 1945, decides.

1.—The bonus referred to in Item I of 2nd Paragraph of Article 9, of Law 2.145, of December 29th 1953, will be

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paid on the liquidation of the contracts of exchange and calculated as follows:

(a)—On 80 per cent of the value of the drafts negotiated, on the present basis of Cr\$ 5.00 per dollar or its equivalent, if it refers to exportation of coffee and Cr\$ 10.00 if it is exportation of other products;

(b)—On the remaining 20 per cent on the basis of the difference between the rate of purchase of the official market and the average, calculated by the Exchange Department of the Banco do Brasil, of the rates of purchase of the free market, of the respective currency, of the day before that of the sale of the exchange.

2.—The present resolution will apply to all contracts of exchange that are liquidated from this date on, it being possible to cancel the previous registrations still open, when the respective exportation is not made.

3.—For the purpose of the registration of sales and the issuing of authorization of shipment, of purchases or financing, the basic minimum price, referred to in Item A of Article I of Law 35.612 of June 3rd, 1954, will remain Cr\$ 20.32 per pound-weight, in force at the time of publication of this Law."

#### Sees Mexico's biggest crop in 1954-55

Mexico's greatest coffee crop, that of 1954-55, is forecast by the National Producers Union at 1,700,000 bags of 60 kilos each, it is reported by Douglas Grahame, Mexico City correspondent of Coffee & Tea Industries.

The Union hopes that at least 1,500,000 bags will be exported, after the liberal allowance of 200,000 bags for domestic requirements. That export, the Union figures, should bring home all of \$150,000,000.

The Union expects the current crop, harvesting of which is being completed, will reach a new high of 1,200,000 bags.

The Union lauds the National Coffee Commission, founded in 1948, for being a prime factor in Mexico's advancement in coffee. The Mexican coffee industry is grateful to the Commission for its great work in establishing nurseries and in teaching planters better use of soil and climate, the Union said.

Exports from the 1953-54 coffee season will probably reach 950,000 bags, the Union said.

#### End price controls on coffee in France

Price controls on green and roasted coffee in France will be removed as of October 1, according to a bulletin issued here by the Price Service Department of the Ministry for Economic Affairs.

Under the new regulations, prices of green coffee will be free both for import and distribution. Roasters are authorized to reflect price changes in green coffee since February 8, this year, in their prices. Green coffee price movements, however, are to be reported in price lists to be submitted to the Secretariat of the National Prices Committee.

The removal of the price control regulations is a necessary step prior to the re-opening of the Le Havre futures market.

#### Roaster fire causes slight damage

An overheated roaster at the Bingham Coffee Co. plant in Jacksonville, Fla., caused about \$150 damage, it was reported recently.

OCTOBER, 1954

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## ask industry action on extenders

(Continued from page 13)

area use this sort of thing. Where they have persisted in using it, there has been a noticeable drop in their overall dollar volume of business. More detrimental than the use of coffee stretchers has been the unabated practice of excessive use of the water tap."

Harold L. Austin, director of the Division of Food and Drug Control of the Arkansas State Board of Health, reviewed his efforts to prevent the sale in public eating places of coffee brewed with Buisman's Famous Dutch Flavoring.

He said a temporary injunction had been obtained by M. Omnes, of the Fino Food Processing Co., Burbank, Calif., prohibiting interference in the sale of the product. In a hearing before Judge Guy Williams, Pulaski County Chancery Court, the temporary injunction was made permanent.

"At present plans are being made to appeal the decision to the Arkansas Supreme Court," Mr. Austin reported.

Andres Uribe, representative here of the National Federation of Coffee Growers of Colombia, stressed the need for stronger remedial action than has been used in the past.

"I think COFFEE & TEA INDUSTRIES might comment in its editorial columns, on the rise of the extenders industry," he said. "It is a curious fact that the industry does not seem to be aware of the dangers inherent in the successful rise of extenders. While they emerge most strongly during periods of high prices, the extender habit continues even after prices have dropped.

"Another important point which the industry should

take into consideration is that consumption increases only when people are drinking the best quality of coffee possible.

"Certainly consumers are not going to adhere to coffee drinking if they cannot depend on finding real coffee quality in each and every cup of brew."

Arturo Morales, general manager of the Federacion Cafetalera Centro America-Mexico-El Caribe, said he thought the September article was "very useful," and pointed out that it appeared at the proper time, when "mixtures against pure coffee have gained so much ground."

He added that in his opinion "it is one of the best articles you have written in the year, and I congratulate you."

Charles G. Lindsay, manager of the Pan-American Coffee Bureau, said the September article was "highly instructive and should be received gratefully by the entire industry."

The September article is of special interest to all coffee growers, according to Horacio A. Wheelock, president of the Sociedad Cooperativa Anonima de Cafeteros de Nicaragua.

"It deals with a problem which could eventually affect the economy of the producing countries, should the use of such extenders become widespread," Mr. Wheelock pointed out. "The problem is still more serious when such extenders are introduced to the public by organizations of good reputation, like the airline companies."

Obviously coffee people repudiate the use of extenders not only on ethical grounds but for economic reasons as well, he explained, and added that through the years, in meetings of FEDECAME, to which 11 coffee growing countries belong, coffee adulterants have been condemned.

"The first time we discussed the need to preserve coffee from these mixtures was in 1952 during the Fourth General



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Ordinary Assembly and Seventh Technical Conference", Mr. Wheelock recalled." Through an economic commission, Agreements No. 4 was presented and subsequently approved."

This agreement reads as follows:

"CONSIDERING: that the adulteration of coffee implies a serious attack against the coffee industry, an attack which it is necessary to put to an end, and that the producing countries are obliged by moral and economic reasons not to tolerate the continuance of this harmful practice;

"CONSIDERING: that the governments of our respective countries have the obligation to watch the development of the national economy;

"CONSIDERING: that it is necessary to continue the campaign in favor of the purity of coffee, and recognizing adulteration of coffee as an attack upon the national economy, since it is directed against the prosperity of the coffee economy and is contrary to the progress, development and stability of the producing countries.

"WE AGREE:

First: that all countries belonging to FEDECAME continue this campaign until coffee adulteration is completely exterminated.

Second: that it be the duty of the governments of the producing countries to legislate in order to declare adulteration of coffee an attack against the national economy and to proscribe strict penalties."

Mr. Wheelock pointed out that on October 26th, 1948, Nicaragua passed a law providing drastic penalties for the adulteration of coffee in that country.

### **you, too, are public relations**

(Continued from page 15)

In basic analysis, the industry as a whole must be promoted if the individual is to benefit, he believes. Moreover, the sale of Lord Howe Coffee did not take the customary drop this summer in the downtown area where the films have been shown, but kept pace with the sales volume of last winter. In the face of consumer resistance and lowered coffee sales in most areas, this was indeed significant.

In his talks before the public, Mr. Fagot, using data from the January, 1954, COFFEE & TEA INDUSTRIES editorial, "The Price of Coffee," says: "It is desirable that the facts responsible for the present price of coffee be known to all, so that consumers may determine whether or not the current price of coffee is fair.

Everyone engaged in the coffee industry from producer to distributor to retailer, should be happy to participate in an endeavor to clear the air of any misunderstanding.

"Recently coffee roasters announced price increases on their finished product. The direct reason for the increase is in itself a simple one: The cost of the raw product, green coffee, has gone up. The coffee industry in this country does not produce any of the raw product—all of it is imported.

"The roasting industry is a service operation, processing, packaging, marketing and distributing the coffee—from years of experience all costs can be controlled and held to a minimum. The only cost they cannot control is the cost of green coffee itself.

"Why did coffee go up? For a reason as natural as the drought which hit our own Southwest last fall, bringing in its wake higher citrus fruit, vegetable and milk prices.

"In July and August, frost severely damaged millions of

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trees in Brazil, the world's largest source of coffee. We are now entering the aftermath of that frost damage. The effects are pronounced because the frost came on top of an already tight world situation in supply and demand . . .

"Since '46 the world has been using more coffee than it produced: using up previous years' surplus stock, which is now depleted.

"Many reasons contribute to the world's demand of coffee: 1. Europe has entered the market to a great degree; 2. Damage to crops from heavy tropical rains; 3. Increase in population in the U. S. alone since 1950 has been 6.7 per cent.

"The aftermath will probably be felt for another two years at least. It will take that long for partly damaged trees to reproduce and five years for the ones totally lost. If devastation such as this had struck in the U.S.A., newspapers, radio, and TV immediately would have been full of it. But this destruction occurred in Brazil, 5,000 miles away, and it is only human nature to be unmoved by something that doesn't physically and visibly touch us or our immediate families and friends . . .

"An important part of U. S. economy is dependent on coffee. Among the largest markets for our exports last year were the Latin American countries. The single important source of dollars they use to pay for our exports was coffee.

"As Americans drink coffee they are doing far more than enjoying their favorite drink. In a deep and basic sense they are helping themselves, their jobs, their country's economy, their relations with their good neighbors in the Americas."

Mr. Fagot plans to continue his film schedules and his efforts to educate the public to the tremendous effort and care that goes into producing and marketing America's Number One Beverage.

### **automatic coffee vending**

(Continued from page 19)

in Kansas City, in 1944. In this device, the coffee, cream, and sugar are supplied in pellet form; and these are crushed by the vendor and mixed with hot water to provide each cup of coffee. After extensive development work, this machine was placed in production in 1951 as a 600-cup vendor by Chef-Way, Inc., of Kansas City, a successor firm.

Continued efforts to employ a fourth mode of coffee vending, which requires instantaneous extraction from fresh roasted coffee by the vendor, saw its first production use in 1953, when the Square Manufacturing Co., of Chicago, marketed the 600-cup Perk-O-Matic. This machine utilizes a percolating principle, brewing 100 cups of coffee at a time in separate units, with "empties" returned to the operator's headquarters for cleaning and refilling. Cream is supplied in powdered form.

"Combination" units, featuring coffee and some other beverages, have also been developed. In 1949, Interstate Associates of Los Angeles brought out the Hot-O-Mat, featuring hot chocolate as well as coffee; and some 400 reached location. At about this time, Rudd-Melikian, Inc., produced a "hot-and-cold" dual machine which offered the patron a choice of coffee or Coca-Cola. A more recent model has increased the soft drink selection to three carbonated flavors.

(Continued on page 58)



## Solubles

### Heyman Process building soluble coffee plant in the Philippines

A soluble coffee plant is being built in the Philippines by the Heyman Process Corp., Brooklyn, N. Y., consulting chemical engineers, for Commonwealth Foods, Inc., Manila coffee roasters.

Heyman Process said "the most advanced scientific method of extraction is being incorporated, the result of more than 20 years of soluble coffee research and manufacturing experience, designed to secure the highest possible yield with the least possible cost for labor.

The concentrated liquid coffee will be dried by a spray dryer designed especially for operation in the tropical atmosphere of Manila, where humidities are high and rain is frequent, the engineers explained. The drier is designed for the production of large particle size, to facilitate quick solubility in the cup. A new and unusual method of dust control utilizes a method ideal for the tropics, where bag filters quickly get sticky and cake and become useless in damp weather, it was stated.

The Heyman Process Corp., under the direction of Dr. W. A. Heyman as president and chief chemist manufactured large quantities of soluble coffee for the U. S. Army during the war.

Dr. Heyman's firm is available to other coffee roasters throughout the world for consultation in the building and designing of soluble coffee plants of any size, it was emphasized.

The machinery for the new Manila plant is being built in the U. S. from designs developed by the engineers of the Heyman Process Corp. It is expected the plant will be ready for operation in the early part of 1955.

Dr. Heyman will go to Manila to instruct employees and supervise initial production.

### Nestle may build new plant for instants in Suffolk, Va.

Suffolk, Va., is under consideration by The Nestle Co., Inc., as a possible site for a new plant which it would build for the expanded manufacture of three of its products, Nescafe, Nestea and Decaf, according to an announcement by Dr. J. C. Sluder, Nestle's vice president in charge of manufacture.

Nestle's has arranged to take an option on a 70-acre tract four miles northeast of Suffolk on the Nansemond River.

The company contemplates a thorough investigation of the site under option to confirm its suitability for industrial purposes before building commitments are made.

Facilities of the four existing instant coffee plants of the company in New Jersey, Ohio, Illinois and California are

now taxed to the limit and a fifth plant is necessary in the Southern states, Dr. Sluder declared, to meet the increasing demand for instant coffees and teas.

Nescafe, originally introduced by Nestle in 1939, is the world's largest-selling instant coffee, the company claims. Nestea is the firm's instant tea, and Decaf is an instant coffee virtually caffeine-free.

### Maxwell House Instant Coffee plant ready in Jacksonville

The new Maxwell House Instant Coffee plant was scheduled to go into production in Jacksonville, Fla. last month.

The plant will produce enough instant

coffee daily to fill 192,000 two-ounce jars or 64,000 six-ounce jars, according to William H. Dowling, local manager of the General Foods Corp. operation.

### Decaf in individual packets

Decafe, Nestle's caffeine-free instant coffee, has been made available in individual service packs.

This was announced by H. B. Burrows, manager of institutional sales for The Nestle Co., Inc.

### 38,000,000 cups of instant daily

Homemakers consume almost 38,000,000 cups of instant coffee daily, according to a full-color advertisement by the

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Owens-Illinois Glass Co. in the *Saturday Evening Post*.

Stressing the convenience of the glass container and the protection it offers to the full flavor of instant coffee, the ad points out that the public uses four times as much instant coffee today as in 1948.

**Says housewife can make  
own instant from any brand**

"Instant" coffee extract from any popular brand of coffee is possible with the new Filtron cold water extractor, according to the Helmeo-Lacy Co., Chicago.

The homemaker may pour a pound of her favorite coffee into the extractor, add cold water and obtain a brew which may be stored in the refrigerator for future use, the firm said.

**Vaculator introduces  
Imperial coffee server**

A new coffee server, called the Imperial, has been introduced by Vaculator, according to Jon Zitz, general sales manager.

Completely new, the Imperial was designed by the industrial design firm of Banka-Mango Chicago, to incorporate current trends of beauty and eye appeal, said Mr. Zitz. In addition, design engineers for Corning Glass, suppliers of the Pyrex brand glass used in these bowls, made certain that durability and heat



The new Imperial coffee server.

resistance would go hand-in-hand with style in the Imperial, he added.

Key to the appeal of the Imperial server is the glamor it imparts to merchandising service, Mr. Zitz indicated. Its gracefully styled glass and the engraved, polished, metal shield catches and reflects high-lights.

Used as a coffee server primarily, the Imperial Vaculator is also suitable for serving other hot or cold beverages at counter or table, it was pointed out.

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# Ship sailings

## A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-W'n—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
JavPac—Java-Pacific Line  
Lamp-Ho—Lamport & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mam—Mamenic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nedlloyd—Nedlloyd Line  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Neth—Royal Netherland Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal InterOcean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Ch—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gj—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Mt—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nj—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
10/12	Byfjord	UFruit	Cr'10/21 N010/27
10/20	Majorka	UFruit	Cr'10/30 NY11/7
11/3	Copan	UFruit	Cr'11/13 NY11/21
11/13	Santa Cruz	Grace	LA11/21 SF11/23 Sell/28
11/17	Mabella	UFruit	Cr'11/27 NY12/5
11/19	Byfjord	UFruit	Cr'11/18 N011/24
12/14	Santa Fe	Grace	LA1/1 SF1/3 Sel/8
1/29	Santa Cruz	Grace	LA2/6 SF2/8 Sel2/13

### ACAPULCO

11/2	Santa Fe	Grace	Cr'11/19
12/18	Santa Cruz	Grace	Cr'1/4

### AMAPALA

10/13	Mabella	UFruit	Cr'10/17 NY10/25
10/17	Byfjord	UFruit	Cr'10/21 N010/27
10/26	Majorka	UFruit	Cr'10/30 NY11/7
11/9	Copan	UFruit	Cr'11/13 NY11/21
11/9	Santa Cruz	Grace	LA11/21 SF11/23 Sell/28
11/9	Santa Fe	Grace	Cr'11/19
11/14	Byfjord	UFruit	Cr'11/18 N011/24
11/23	Mabella	UFruit	Cr'11/27 NY12/5
12/10	Santa Fe	Grace	LA1/1 SF1/3 Sel/8
12/25	Santa Cruz	Grace	Cr'1/4
1/25	Santa Cruz	Grace	LA2/6 SF2/8 Sel2/13

### ANGRA DOS REIS

10/30	Seafarer	PAB	LA11/18 SF11/20 Vall/25 Sell/26 Poll/30
11/24	Forester	PAB	LA12/13 SF12/15 Val2/20 Sel2/21 Pol2/25

### BARRANQUILLA

10/12	Santa Teresa	Grace	Chsn10/18 Pa10/20 NY10/21
10/14	Cape Cod	UFruit	NY10/17

SAILS	SHIP	LINE	DUE
10/19	Santa Ana	Grace	Chsn10/25 NY10/27
10/20	Aggersborg	UFruit	LA10/31
10/22	Mafalda	UFruit	NY10/29
10/26	Santa Catalina	Grace	Chsn11/1 Poll/3 NY11/4
10/26	Santa Cruz	Grace	LA11/21 SF11/23 Sell/28
10/29	A steamer	UFruit	NY11/5
11/2	Santa Teresa	Grace	Chsn11/8 NY11/10
11/3	Avenir	UFruit	N011/14
11/5	Matura	UFruit	NY11/12
11/9	Santa Ana	Grace	Chsn11/15 Poll/17 NY11/18
11/11	Caraibe	Independence	LA11/25 WR11/27 Pol2/2 Val2/4 Sel2/5
11/12	Choloma	UFruit	NY11/19
11/17	Aggersborg	UFruit	N011/28
11/19	Mafalda	UFruit	NY11/26
11/25	Cape Cod	UFruit	NY12/2
11/26	Santa Fe	Grace	LA1/1 SF1/3 Sel/8
1/11	Santa Cruz	Grace	LA2/6 SF2/8 Sel2/13

### BARRIOS

10/13	Marna	UFruit	N010/17
10/17	Lovland	UFruit	NY10/21
10/20	A steamer	UFruit	N010/24
10/24	Vindeggen	UFruit	NY10/31
10/27	Lempa	UFruit	N010/30
10/31	Alcyon	UFruit	NY11/7
11/3	Marna	UFruit	N011/7
11/7	Manauqui	UFruit	NY11/14
11/10	Leon	UFruit	N011/13
11/14	Lcvland	UFruit	NY11/21
11/17	Lempa	UFruit	N011/20
11/21	Vindeggen	UFruit	NY11/28
11/24	Marna	UFruit	N011/28
11/28	Alcyon	UFruit	NY12/5

### BUENAVENTURA

10/10	Margarita	Grace	Cr'10/12 NY10/22
10/15	Shipper Gulf	Gulf	Ho10/27 N010/30
10/17	Santa Isabel	Grace	Cr'10/19 NY10/29

SAILS	SHIP	LINE	DUE
10/18	Martinique	Independence	LA10/27 SF10/29 Pol1/7 Vall/6 Sell/7
10/21	Santa Flavia	Grace	LA10/30 SF11/1 Sell/8
10/24	Santa Barbara	Grace	Cr10/26 NY11/5
10/31	Santa Maria	Grace	Cr11/2 NY11/8
11/7	Santa Luisa	Grace	Cr11/9 NY11/11/15
11/16	Caraiibe	Independence	LA11/25 SF11/27 Pol2/2 Val2/4 Sel2/5
11/20	Santa Adela	Grace	LA11/29 SF12/2 Sel2/8
12/16	Santa Juana	Grace	A12/25 SF12/27 Sel1/3

#### CARTAGENA

10/12	Martinique	Independence	A10/27 SF10/29 Pol1/4 Vall/6 Sell/7
10/12	Cape Cod	UFruit	NY10/21
10/16	Santa Rosa	Grace	NY10/20
10/18	Aggersborg	UFruit	N010/31
10/20	Mafalda	UFruit	NY10/29
10/23	Santa Paula	Grace	NY10/27
10/27	A steamer	UFruit	NY11/5
10/30	Santa Rosa	Grace	NY11/3
11/1	Avenir	UFruit	N011/14
11/3	Mataura	UFruit	NY11/12
11/6	Santa Paula	Grace	NY11/10
11/10	Choloma	UFruit	NY11/19
11/12	Caraiibe	Independence	LA11/25 SF11/27 Pol2/2 Val2/4 Sel2/5
11/15	Aggersborg	UFruit	N011/28
11/17	Mafalda	UFruit	NY11/26
11/23	Cape Cod	UFruit	NY12/5

#### CHAMPERICO

11/15	Santa Cruz	Grace	LA11/21 SF11/23 Sell/28
12/16	Santa Fe	Grace	LA1/1 SF1/3 Sel1/8
1/31	Santa Cruz	Grace	LA2/6 SF2/8 Se2/13

#### CORINTO

10/11	Byfjord	UFruit	Cr10/21 N02/27
10/15	Santa Cruz	Grace	Cr10/18
10/19	Majorka	UFruit	Cr10/30 NY11/7
10/21	Martinique	Independence	LA10/27 SF10/29 Pol1/4 Vall/6 Sell/7
11/2	Copan	UFruit	Cr11/13 NY11/21

SAILS	SHIP	LINE	DUE
11/8	Santa Cruz	Grace	LA11/21 SF11/23 Sell/28
11/8	Byfjord	UFruit	Cr11/18 N011/24
11/12	Santa Fe	Grace	Cr11/19
11/16	Mabella	UFruit	Cr11/27 NY12/5
11/19	Caraiibe	Independence	LA11/25 SF11/27 Pol2/5 Val2/4 Sel2/5
12/9	Santa Fe	Grace	LA1/1 SF1/3 Sel1/8
12/28	Santa Cruz	Grace	Cr1/4
1/24	Santa Cruz	Grace	LA2/6 SF2/8 Se2/13

#### CRISTOBAL

10/10	Alcyon	UFruit	NY10/17
10/12	Avenir	UFruit	N010/17
10/18	Mabella	UFruit	NY10/25
10/26	Aggersborg	UFruit	N010/31
10/31	Majorka	UFruit	NY11/7
11/9	Avenir	UFruit	N011/14
11/14	Copan	UFruit	NY11/21
11/23	Aggersborg	UFruit	N011/28
11/28	Mabella	UFruit	NY12/5

#### DAR es SALAAM

10/15	Reuben Tipton Lykes	N011/28
10/16	Siberet	Royal-Inter LA12/3 SF12/8 Sel2/17 Pol2/14 Val2/19
10/23	Kertosono	Nedlloyd LA12/27 SF12/29 Pol1/4 Sel1/7 Val1/11
10/25	Afr Crescent	Farrell NY11/24
11/20	Tyson	Lykes Gulf12/27
11/23	Afr Lightning	Farrell NY12/23
11/23	Samarinda	Nedlloyd NY1/4 Pal/7 Bal/9 N01/15 Lal/28 SF1/30 Po2/5 Se2/8 Va2/12
12/2	Afr Planet	Farrell NY1/6
12/3	Schouten	Royal-Inter SF1/12 LA1/17
12/7	Afr Planet	Farrell NY1/6
12/23	Lombok	Nedlloyd NY2/4 Pa2/7 Ba2/9 N02/15 LA2/28 SF3/2 Po3/6 Se3/9 Vi3/13

#### EL SALVADOR

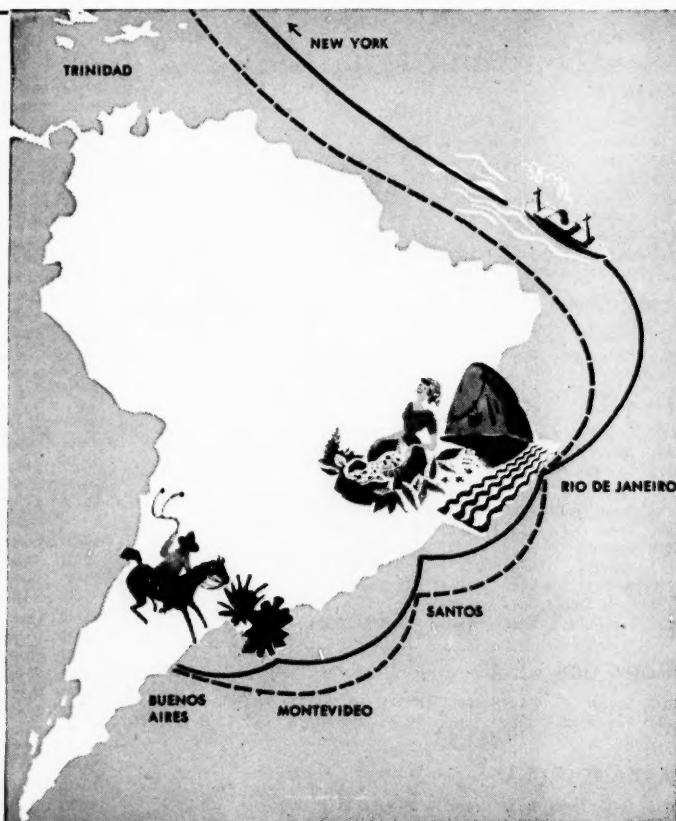
10/22	Martinique	Independence	LA10/27 SF10/29 Pol1/4 Vall/6 Sell/7
10/27	Washington	French	LA11/4 SF11/8 Vall/13 Sell/16 Pol1/18
11/20	Caraiibe	Independence	LA11/25 SF11/27 Pol2/2 Val2/4 Sel2/5

**Where you want it...**  
**When you want it...**

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

## ARGENTINE STATE LINE

Boyd, Weir and Sewell, Inc., General Agents  
24 State Street, New York 4, N. Y., Tel. BO 9-5660





SAILS SHIP LINE DUE

### GUATEMALA

10/23	Martinique	Independence	LA10/27 SF10/29 Pol1/4 Val1/6 Sel1/7
10/29	Washington	French	LA11/4 SF11/8 Val1/13 Sel1/16 Pol1/18
11/21	Caraihe	Independence	LA11/25 SF11/27 Pol2/2 Val2/4 Sel2/5

### GUAYAQUIL

10/17	Santa Flavia	Grace	LA10/30 SF11/1 Sel1/8
11/16	Santa Adela	Grace	LA11/29 SF12/2 Sel2/8
12/12	Santa Juana	Grace	LA12/25 SF12/27 Sel3

### LA GUAIRA

10/14	Santa Rosa	Grace	NY10/20
10/16	Santa Ana	Grace	Chsn10/25 NY10/27
10/21	Helicon	R Neth	Pal1/1 NY11/3
10/21	Santa Paula	Grace	NY10/27
10/23	Santa Catalina	Grace	Chsn11/1 Pal1/3 NY11/4
10/28	Santa Rosa	Grace	NY11/3
10/30	Santa Teresa	Grace	Chsn11/8 NY11/10
11/4	Sarpedon	R Neth	Pal1/15 NY11/17
11/4	Santa Paula	Grace	NY11/10
11/6	Santa Ana	Grace	Chsn11/25 Pal1/17 NY11/18
11/18	Oberon	R Neth	Pal1/29 NY12/1

### LA LIBERTAD

10/14	Byfjord	UFruit	C#10/21 N010/27
10/22	Majorka	UFruit	C#10/30 NY11/7
11/5	Copan	UFruit	C#11/13 NY11/21
11/8	Santa Fe	Grace	C#11/19
11/11	Byfjord	UFruit	C#11/18 N011/24
11/12	Santa Cruz	Grace	LA11/21 SF11/23 Sel1/28
11/19	Mabella	UFruit	C#11/27 NY12/5
12/13	Santa Fe	Grace	LA1/1 SF1/3 Sel1/8
12/24	Santa Cruz	Grace	C#1/4
1/28	Santa Cruz	Grace	LA2/6 Se2/8 Se2/13

### LA UNION

10/11	Mabella	UFruit	C#10/17 NY10/25
10/13	Santa Cruz	Grace	C#10/18
10/16	Byfjord	UFruit	C#10/21 N010/27
10/24	Majorka	UFruit	C#10/30 NY11/7
11/7	Copan	UFruit	C#11/13 NY11/21
11/10	Santa Fe	Grace	C#11/19
11/10	Santa Cruz	Grace	LA11/21 SF11/23 Sel1/28
11/13	Byfjord	UFruit	C#11/18 N011/24
11/21	Mabella	UFruit	C#11/27 NY12/5
12/11	Santa Fe	Grace	LA1/1 SF1/3 Sel1/8
12/26	Santa Cruz	Grace	C#1/4
1/26	Santa Cruz	Grace	LA2/6 SF2/8 Se2/13

### LIMON

10/10	Cape Cod	UFruit	NY10/21
10/10	Avenir	UFruit	N010/17
10/18	Mafalda	UFruit	NY10/29
10/24	Aggersborg	UFruit	N010/31
10/25	A steamer	UFruit	NY11/5
11/1	Mataura	UFruit	NY11/12
11/7	Avenir	UFruit	N011/14
11/8	Choloma	UFruit	NY11/19
11/15	Mafalda	UFruit	NY11/26
11/21	Cape Cod	UFruit	NY12/2
11/21	Aggersborg	UFruit	N011/28

### LOBITO

10/16	Afr Pilgrim	Farrell	NY11/14
10/20	Afr Grove	Farrell	NY11/9
10/22	Del Sol	Delta	N011/16
11/12	Del Oro	Delta	N012/7
11/13	Gramville	Am-WAfr	USA11/30
11/13	Afr Patriot	Farrell	NY12/12
11/15	Afr Pilot	Farrell	NY12/5
12/1	Del Campo	Delta	N012/26
12/6	Roseville	Am-WAfr	USA12/31

### LUANDA

10/13	Afr Pilgrim	Farrell	NY11/14
10/17	Afr Grove	Farrell	NY11/9
10/18	Del Sol	Delta	N011/16

OCTOBER, 1954

**Regular Service**  
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**NEW YORK NEW ORLEANS**

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**BALTIMORE**—The McKins Steamship Agency, Inc., Munsey Bldg.  
**NEW ENGLAND**—Roger H. Neidinger, Westport, Conn.  
**PHILADELPHIA**—B. H. Sobelman & Co., Inc., Bourne Bldg.

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SAILS	SHIP	LINE	DUE
11/8	Del Oro	Delta	N012/7
11/8	Granville	Am-WAfr	USA11/30
11/10	Afr Patriot	Farrell	NY12/12
11/12	Afr Pilot	Farrell	NY12/5
11/27	Del Campo	Delta	N012/26
12/4	Roseville	Am-WAfr	USA12/31

#### MARACAIBO

10/10	Santa Clara	Grace	NY10/19
10/17	Santa Sofia	Grace	Pa12/25 NY10/26
10/17	Santa Monica	Grace	NY11/2
10/28	Santa Cruz	Grace	LA11/21 SF11/23 Se11/28
10/31	Santa Clara	Grace	Pa11/8 NY11/9
11/7	Santa Sofia	Grace	NY11/16
11/23	Santa Fe	Grace	LA1/1 SF1/3 Se1/8
1/8	Santa Cruz	Grace	LA2/6 SF2/8 Se2/13

#### MATADI

10/10	Afr Pilgrim	Farrell	NY11/14
10/14	Afr Grove	Farrell	NY11/9
10/15	Del Sol	Delta	N011/16
11/5	Del Oro	Delta	N012/7
11/6	Gramille	Am-WAfr	USA11/30
11/7	Afr Patriot	Farrell	NY12/12
11/9	Afr Pilot	Farrell	NY12/5
11/24	Del Campo	Delta	N012/26
12/2	Roseville	Am-WAfr	USA12/31

#### MOMBASA

10/15	Afr Crescent	Farrell	NY11/24
10/16	Siberiet	Royal Inter	LA12/3 SF12/8 Po12/14 Se12/17 Val2/19
10/25	Reiben Lipton	Lykes	N011/28
10/26	Kertosono	Nedlloyd	NY12/4 Pa12/8 Val2/9 No12/15 La12/27 SF12/29 Po1/4 Se1/7 Val1/11
11/13	Afr Lightning	Farrell	NY12/23
11/26	Samarinda	Nedlloyd	NY1/4 Pa1/7 Ba1/9 N01/15 LA1/28 SF1/30 Po2/5 Se2/8 Va2/12

SAILS	SHIP	LINE	DUE
11/27	Afr Planet	Farrell	NY1/6
11/30	Tyson	Lykes	N012/27
12/3	Schouten	Royal Inter	SF1/12 LA1/17
12/26	Lombok	Nedlloyd	NY2/4 Pa2/7 Ba2/9 N02/15 LA2/28 SF3/2 SF3/6 Se3/9 Va3/13

#### PARANAGUA

10/10	Canada	Lloyd	NY10/29
10/12	Mormacyork	Mormac	Ba10/30 Pa11/1 NY11/3 Bo11/5 M11/9
10/12	Iiheos	Brodin	NY10/30 Bo11/2 Pa11/4 Ba11/5
10/12	Seafarer	PAB	LA11/6 SF11/8 Val1/14 Se11/15 Po11/19
10/14	Grey Master	Nopal	N011/2 Ho11/5
10/14	Mormacland	Mormac	LA11/7 SF11/10 Po11/15 Val1/17 Se11/19
10/16	Del Monte	Delta	N011/9 Ho11/14
10/20	Mormacreed	Mormac	NY 11/10 Bo 11/12 Pa 11/14 Ba 11/16 N11 17 Jx11/7
10/20	B.A.	Stockard	NY11/9 Ba11/11 Pa11/13
10/25	Newbrough	Lamp-Ho	NY11/20
10/26	Seafarer	PAB	LA11/18 SF11/20 Val1/25 Se11/26 Po11/30
10/26	Holberg	Nopal	N011/17 Ho11/30
10/28	Mormacdale	Mormac	Ba11/16 Pa11/18 NY11/20 Bo11/22
10/29	Sagoland	Brodin	Ba11/14 NY11/16 Bo11/18 Pa11/20
11/1	Mormacfir	Mormac	Ba11/21 Pa11/22 NY11/24 Bo11/26
11/7	Del Mundo	Delta	N011/22 Ho11/27
11/8	Mormactern	Mormac	NY11/27 Bo11/29 Pa12/1 Ba12/2
11/10	Santos	Brodin	NY11/30 Ba12/2 Pa12/4
11/11	Mormacgulf	Mormac	LA12/5 SF12/8 Po12/13 Va12/15 Se12/17
11/13	Skogaland	Brodin	NY11/30 Bo12/1 Pa12/3 Ba12/5
11/20	Forester	PAB	LA12/13 SF12/15 Va12/20 Se12/21 Po12/25
11/20	Del Santos	Delta	N011/28 Ho12/3
11/23	Sheridan	Lamp-Ho	NY12/20
11/27	Del Alba	Delta	N012/21 Ho12/26
12/1	Vigrid	Stockard	NY12/21 Ba12/23 Pa12/25

#### PORT SWETTENHAM

10/29	British	Prince	Ha12/4 Bo12/7 NY12/8 Ba12/14
11/29	Eastern	Prince	Ha1/3 Bo1/6 NY1/7 Ba1/13
12/31	Javanese	Prince	Ha2/5 Bo2/8 NY2/9 Ba2/15

TO NEW ORLEANS AND OTHER U. S. GULF PORTS...FROM

## SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO, VICTORIA  
Regular weekly sailings

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AGENTS:  
RIO DE JANEIRO: DELTA LINE, INC.  
Rua Visconde Inhauma 134  
SANTOS: DELTA LINE, INC.  
Rua 15 de Novembre 176-178  
LUANDA & LOBITO:  
Sociedade Luso-Americana, Ltda.  
MATADI:  
Nieuwe Afrikaansche Handels Vennootschap



SAILS SHIP LINE DUE

### PUERTO CABELLO

10/11	Santa Clara	Grace	NY10/19
10/14	Santa Rosa	Grace	NY10/20
10/18	Santa Sofia	Grace	Pa10/25 NY10/26
10/21	Santa Paula	Grace	NY10/27
10/22	Helicon	R Neth	NY11/3
10/25	Santa Monica	Grace	NY11/2
10/28	Santa Rosa	Grace	NY11/3
11/1	Santa Clara	Grace	Pa11/8 NY11/9
11/4	Santa Paula	Grace	NY11/10
11/5	Sarpedon	R Neth	NY11/17
11/8	Santa Sofia	Grace	NY11/16

### PUNTARENUS

10/15	Majorka	UFruit	Cr10/30 NY11/7
10/16	Santa Cruz	Grace	Cr10/18
10/20	Martinique	I depende	ce LA10/27 SF10/29 Pol1/4 Vall/6 Sell/7
10/29	Copan	UFruit	Cr11/13 NY11/21
11/4	Byfjord	UFruit	Cr11/18 N011/24
11/6	Santa Cruz	Grace	LA1/21 SF11/23 Sell/28
11/12	Mabella	UFruit	Cr11/27 NY12/5
11/16	Santa Fe	Grace	Cr11/19
11/18	Caraihe	I depende	LA11/25 SF11/27 Pol2/2 Val2/4 Sel2/5
12/7	Santa Fe	Grace	LA1/1 SF1/3 Sel/8
1/1	Santa Cruz	Grace	Cr1/4
1/22	Santa Cruz	Grace	LA2/6 SF2/8 Sel/13

### RIO de JANEIRO

10/12	Peter Jebesen	Nopal	N010/29 Hol1/1
10/13	Hardanger	Wes-Lar	LA11/3 SF11/6 Pol1/12 Sell/15 Vall/17
10/13	Brazil	Mormac	NY10/25
10/13	Canada	Lloyd	NY10/29
10/14	Del Mar	Delta	N010/28
10/15	Ilheos	Brodin	NY11/1 Boll/3 Pall/5
10/18	Seafarer	PAB	LA11/6 SF11/8 Vall/14 Sell/15 Pol1/19
10/18	Grey Master	Nopal	N011/2 Hol1/5
10/23	B.A.	Stockard	NY11/9 Ball/11 Pall/13
10/23	Del Monte	Delta	N011/9 Hol1/14
10/28	Del Norte	Delta	N011/11
10/30	Seafarer	PAB	LA11/18 SF11/20 Vall/25 Sell/26 Pol1/30
10/30	Holberg	Nopal	N011/17 Hol1/20
11/1	Sagoland	Brodin	Ball/14 NY11/16 Boll/18 Pall/20
11/1	Mormacdale	Mormac	Ball/16 Pall/18 NY11/20 Boll/22
11/1	Mormacgulf	Mormac	LA12/5 SF12/8 Pol2/13 Val2/15 Sel2/17
11/3	Argentina	Mormac	NY11/15
11/5	Del Aires	Delta	N011/22 Hol2/27
11/11	Del Mundo	Delta	N011/28 Hol2/3
11/12	Ravanger	Wes-Lar	LA12/7 SF12/9 Pol2/14 Sel2/16 Val2/18
11/13	Santos	Stockard	NY11/30 Ball2/2 Pall2/4
11/16	Skogaland	Brodin	NY11/39 Boll2/1 Pall2/3 Ball2/5
11/18	Del Sud	Delta	N012/2
11/24	Forester	PAB	LA12/13 SF12/15 Val2/20 Sel2/21 Pol2/25
11/27	Del Santos	Delta	N012/14 Hol2/19
12/4	Del Alba	Delta	N012/21 Hol2/26
12/4	Vigrid	Stockard	NY12/21 Ball2/23 Pall2/25

### SAN JOSE

10/12	Santa Cruz	Grace	Cr10/18
11/5	Santa Fe	Grace	Cr11/19
11/14	Santa Cruz	Grace	LA11/21 SF11/23 Sell/28
12/15	Santa Fe	Grace	LA1/1 SF1/3 Sel/8
12/21	Santa Cruz	Grace	Cr1/4
1/30	Santa Cruz	Grace	LA2/6 SF2/8 Sel2/13

### SANTOS

10/10	Peter Jebesen	Nopal	N010/29 Hol1/1
10/11	Brazil	Mormac	NY10/25
10/12	Hardanger	Wes-Lar	LA11/3 SF11/6 Pol1/12 Sell/15 Vall/17
10/12	Canada	Lloyd	NY10/29
10/13	Mormacland	Mormac	LA11/7 SF11/10 Pol1/15 Vall/17 Sell/19
10/13	Del Mar	Delta	N010/28
10/14	Ilheos	Brodin	Ball0/30 NY11/1 Boll/3 Pall/5
10/16	Mormacork	Mormac	Ball0/30 Pall1/1 NY11/3 Boll/5 Mill/9
10/16	Grey Master	Nopal	N011/2 Hol1/5
10/17	Seafarer	PAB	LA11/6 SF11/8 Vall/14 Sell/15 Pol1/19
10/20	Del Monte	Delta	N011/9 Hol1/14
10/12	B.A.	Stockard	NY11/9 Ball/11 Pall/13
10/23	Mormacreed	Mormac	Jal1/7 NY11/10 Boll/12 Pall/14 Boll/16 N011/17

(Continued on page 56)

OCTOBER, 1954

## FOR FAST DEPENDABLE DELIVERY

... of your mild coffees  
to United States markets ...  
rely on

## UNITED FRUIT COMPANY STEAMSHIP SERVICE

Regular Sailings between

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EL SALVADOR	COSTA RICA
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For more than thirty years, Pacific-Argentine-Brazil Line has been a leading factor in coffee commerce between Brazil and the West Coast of the United States. Regular schedules on modern C-3 ships. Entrust your cargoes to experienced P-A-B.

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LINES

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POPE & TALBOT, INC., AGENTS

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**Regular Service**  
**Fast Norwegian Motorships**

**Coffee Service**  
**Brazil/U. S. Gulf**

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Whitehall 3-1572

New Orleans—Biehl & Co., Inc., Pere Marquette Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

## Boost own coffee brand with flour tie-in, Standard Milling says

Coffee packers can boost sales of their own brands by climbing onto the Standard Milling Co.'s promotion of Heckers' Ceresota and Aristo brands of unbleached, naturally white flour.

Standard Milling explains that it set up a consumer money-saving promotion, offering coupon rebates on certain staple products normally in daily use in the home. The current selection is coffee.

Imprinted on all bags are coupons, with these values: two pound bags, seven cents; five pound bags, 13 cents; ten pound bags, 18 cents; 25 pound bags, 28 cents.

These coupons are redeemable only against purchases of coffee. No coffee brands are specified. The offer applies to all of them.

Distribution of the couponed bags, begun about mid-August, is already close to the 500,000 mark through all grocery channels. It is estimated final distribution will total close to 2,000,000 coupons during this fall season.

Distribution is concentrated in New York, Philadelphia, Chicago, Milwaukee, Buffalo, St. Louis and Kansas City. Even after distribution is completed, coffee coupons will be in the stores from 30 to 60 days additional. The company does not limit the coupon; it is good indefinitely.

To emphasize the coffee coupons, Standard Milling is using coffee as one of the themes of its fall advertising program. The theme is being carried on the firm's complete TV, radio and newspaper schedule, as well as in publicity features. Special tie-ins are also being arranged to give additional emphasis.

Standard Milling says its distribution is approximately 100 per cent in the chains and super markets in its territory. They consider telling the coffee story at all levels through their personnel and advertising to be a major coffee selling job.

They solicit from the coffee industry: A. tie-in promotions wherever possible in the form of (1) advertising; (2) publicity; (3) store tie-ins—(a) advertising, (b) displays, (c) sales efforts to induce buyers to be sure and make use of the promotion.

B. Financial cooperation. On previous deals of a similar type, coupon redemptions were extremely high, the company says. Standard Milling points out it carries the whole load of advertising, coupons, sales effort, etc., and suggests financial assistance would be of great help.

### Equipment for sample testing

#### coffee, tea in new bulletin

Equipment for sample testing coffee and tea are described in a new bulletin issued by Jabez Burns & Sons, Inc., New York City.

The bulletin describes sample roasters, grinders, testing tables, kettles, cuspidors and other equipment.

The various items are illustrated and also pictured is a large illustration of a typical coffee testing room.

### ASSWESTCO rates continue

No change will be made in ocean freight rates on coffee carried by member lines of the ASSWESTCO Conference until December 1st, it has been announced.

## FAITHFUL SERVANTS OF THE COFFEE TRADE

Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line Santa ships provide year-round American-Flag service from the Coffee Ports of:

**COLOMBIA**  
**VENEZUELA**  
**ECUADOR**  
**PERU**

and West Coast of  
CENTRAL AMERICA

to

**NEW YORK**  
**JACKSONVILLE**  
**PHILADELPHIA**  
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**VANCOUVER, B. C.**

## GRACE LINE

10 Hanover Square, New York 5, N. Y.

Tel. DIgby 4-6000

Agents and Offices in All Principal Cities





## Senator Beall reopens committee's study of coffee price curbs

Senator J. Glenn Beall has announced plans to reopen his subcommittee's hearings to study legislation to prevent spiraling coffee prices.

The announcement came as a strange echo from what now seems the distant past. Coffee's price spiraling has been downward for awhile, not upward.

Senator Beall said the new hearings would be based on the Federal Trade Commission's report.

Among other things, the committee will look into the question of regulating trading on the New York Coffee & Sugar Exchange.

## Revamped NCA constitution

approved by members;

takes effect this year

Proposed changes in the constitution of the National Coffee Association have been approved by the membership. They become effective December 3rd, 1954.

Fundamental changes include the election, by the membership, of a Chairman, Vice-Chairman and Treasurer who become ex officio members of the Board, and the selection by the Board of the President, who becomes the administrative officer of the Association. The Board of Directors will be reduced from 27 to 21 members, plus the three ex officio members, and the Advisory Committee will supplant the present Executive Committee. Also, persons, partnerships or corporations located in Canada and directly engaged in dealing with coffee shall now be eligible as regular Canadian members of the Association.

The new Constitution will allow the election of Chairman, Vice-Chairman and Treasurer without restrictions of any kind as to their geographical location, or as to whether they are roasters or green coffee men.

The Reorganization Committee consisted of Phil Nelson, Chairman, Edward Aborn, F. W. Buxton, A. C. Glover, and W. D. Roussel.

Inspectors of the Ballots were George Kimpel, Henry DeHos, and Fred Kohn.

## United Fruit announces new services

from Barranquilla Santa Marta

H. C. Magee, freight traffic manager, has announced that the United Fruit Co. is inaugurating a new, fast, direct weekly freight service from New York to Barranquilla, Colombia.

Great White Fleet ships are sailing every Thursday from Pier 2, North River, making the run to the South American Republic in seven days.

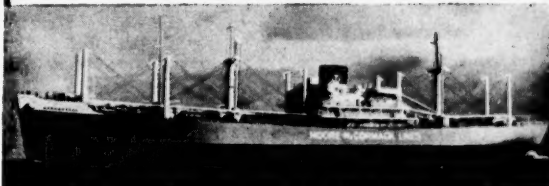
The northbound sailings provide direct, fast schedules for receivers of Colombian coffees, it was pointed out.

Mr. Magee also stated that the United Fruit Co. will step up its service between New Orleans and Barranquilla from fortnightly to weekly sailings, starting the middle of October.

Announcement has also been made by the United Fruit Co. of new monthly service to Santa Marta, Colombia. Coffee and other products will be carried on northbound voyages.

OCTOBER, 1954

## MOORE-McCORMACK *Lines*



### REGULAR AMERICAN FLAG SERVICE

**AMERICAN REPUBLICS LINE** Freight and Passenger Service between East Coast of United States and the countries of **BRAZIL URUGUAY ARGENTINA**

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**AMERICAN SCANTIC LINE** Freight and Passenger Service between East Coast of United States and the countries of **NORWAY DENMARK SWEDEN POLAND FINLAND RUSSIA**

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Offices in Principal Cities of the World

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Coffee Exporters

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Represented in all U.S.A. by

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M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

**FAST DIRECT FREIGHT SERVICE  
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PHILIPPINES CHINA JAPAN**

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**STOCKARD & COMPANY, INC., General Agents**

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## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Brazil	Supply—1st of Others	Month Total
		Brazil	Others	Total			
1953							
February	1,733	721	948	1,669	756	441	1,197
March	1,666	734	1,022	1,756	832	438	1,270
April	2,039	753	1,351	2,104	835	375	1,210
May	1,080	539	663	1,202	644	403	1,047
June	1,475	576	744	1,320	475	374	849
July	1,561	734	949	1,683	624	470	1,094
August	1,079	408	630	1,038	712	38	750
September	2,157	1,090	836	1,926	724	401	1,125
October	1,313	732	766	1,498	720	483	1,203
November	1,551	761	701	1,388	863	365	1,228
December	2,181	1,142	1,095	2,237	1,203	332	1,535
1954							
January	998	838	821	1,659	1,075	385	1,460
February	1,746	664	1,278	1,942	881	511	1,392
March	1,866	735	1,224	1,959	755	479	1,234
April	1,350	634	814	1,448	852	365	1,217
May	1,089	532	499	1,031	687	362	1,049
June	1,231	303	789	1,092	452	439	891
July	868	162	592	754	311	596	907
August	674	247	552	799	438	640	1,078
September	740	266	529	795	320	572	892

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The coffee outlook

Probably everyone in the coffee industry here, and—we suspect—a considerable segment of the producers, wanted lower coffee prices than the top of the plateau levels which prevailed for a heady period.

But few, if any, wanted the decline to come the way it did. It was too abrupt, too sharp, too violent.

This corner doesn't want to give the impression that all the decline in the cards has already run its course.

A lot of people think otherwise, as the spread between the near and the distant months in future contracts makes evident.

One aspect of the violent decline has not been discussed, except in the most general terms. The fact is, the abruptness and sharpness of the drop did damage.

In some instances, roasters were fairly well stocked on high priced coffees. But at the prevailing levels, their coffee was moving slowly, if at all, off the grocers' shelves.

These roasters found themselves in a somewhat tight position, and in some instances had to ask their green suppliers

to carry them beyond the normal period.

Trouble is, the green men were themselves being squeezed.

Examples are known of smaller roasters who could not withstand the pressure. They backed away from previous commitments, and green men who thought they could count on a penny, or a fraction, of profit, found themselves walloped by a loss of as much as 20 cents.

The market continues with a soft underbelly. The overall economic situation of Brazil is such that rumors of cruzeiro devaluation keep coming to light—and the new administration jumps to get its non-devaluation intentions on the record.

But the prices have a rubbery underpinning. Each rumor, until it is scotched, is enough to send repercussions bouncing through the market.

Sooner than expected, the price aftermath is pointing to one fact beyond all others: the sooner enormous efforts are made to repair the damage done to consumption, the sounder will be the outlook for coffee men in this country . . . and even more, in the producing areas.

## SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

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Serving The Coffee, Tea & Spice Trade For Many Years

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BOwling Green 9-0780

Import, Export and Bonded Trucking

Riverfront Warehouses

**Bowne Morton's Stores, Inc.**

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOwling Green 9-0780

Free And Bonded Warehouses

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# Editorials

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## Action on extenders

We expected some response to the article on coffee extenders in the September issue of *COFFEE & TEA INDUSTRIES*.

But we heard from far more people, who expressed themselves much more strongly, than we expected.

They made it clear that coffee people don't like additives. They don't like the gains the extenders have made. They think the industry should do something about it.

Their response is reported in detail elsewhere in this issue. We want to comment here on only three points.

The first is that the additive problem continues even though prices drop.

The industry is learning, too slowly, that habits set up during high price periods don't just disappear when prices change.

The habits linger. And, because they make for a poor beverage, they make for a weaker, more vulnerable coffee market.

Moreover, in today's picture, the battle for the consumer's dollar is becoming fiercer. The confusion on economy which first brought the shift to additives will tend to continue.

The way the additives are being sold will help to make this true. By and large the extenders are not an offshoot of coffee capital, as was true during the last war, under entirely different conditions.

The companies bringing in the additives now are not plugging a shortage substitute, a "fill-in." They are pushing what is, for them, the main product.

They are not going to drop their activities just because coffee prices soften. They are in for the long haul.

The second point is that many members of the industry feel there should be more done on the problem nationally.

Things have been done about extenders locally, in some cases at the initiative of regional coffee associations, in some cases by government authorities.

Actions of one kind or another were reported in California, Washington and Arkansas.

These were apart from the opinion given by the Food and Drug Administration in Washington, D. C., in reply to queries by *COFFEE & TEA INDUSTRIES*.

It is clear that in each of the actions, support by the industry nationally could have been—and still can be—helpful.

One such case is that of the United Air Lines, which is using an extender, Buisman's Famous Dutch Flavoring, reportedly without saying so on menus or in hostess answers to questions.

It is clear, too, that national support could stimulate more action on the problem by other regional associations and by public officials.

Here's one example.

We understand that one of the leading distributors of coffee additives is selling only the institutional market in New York State. They are, right now, going easy on the restaurant market.

The reason? They are waiting for an opinion from the Attorney General of the state on whether the additive is a coffee adulterant.

It is our impression that so far the extender people have had the field to themselves. We know of no one who has, at this writing, presented the viewpoint of the coffee industry to the Attorney General.

We are therefore taking steps to make sure that some of the facts, at least, will come before the Attorney General.

But this is the kind of situation where national action can have real impact, on its own and as a stimulant to regional effort.

The third point concerns another kind of extender. As one of the coffee men commenting on the September article emphasized, it is the most common extender of all—although not an additive in the sense, say, that Buisman's Famous Dutch Flavoring is.

We mean water.

Water is still, of course, the great extender. As a matter of fact, watering the brew has helped to open the door to additive coffee.

One of the leading food editors in the country has commented that coffee made with an additive is not good coffee, but that it is average coffee, equal to the brew served in many restaurants.

She was referring, of course, to brews made with three, three and a half, or even more gallons, of water to the pound of coffee. In many cases, too, the "pound" of coffee has only 14 ounces.

In the restaurant field, the joint coffee trade—restaurant industry efforts now beginning to unfold will, of course, come to grips with that problem.

In the home market, the problem is at the same time easier and more difficult. Here the pressure toward watering is entirely within the industry's control.

That pressure is the "more cups" theme in coffee packer advertising.

Turn off that pressure, stop investing money to convince consumers to use less of the product, use sound brewing promotion instead, and the picture will change.

A better cup of coffee means a healthier industry, better able to block the inroads of additives.

In the meantime, industry action on additives can simplify the problem now, stop further losses, and make it easier to promote consumption upwards later.

## 5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

**Old Slip Warehouse, Inc.**

37-41 Old Slip, New York 5, N. Y.

ARTHUR M. KOSTER, PRES.

WAREHOUSES AT  
37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.



# selling the new market for tea in the Armed Forces

*A new market for the American tea trade is being opened. That market is the Armed Forces.*

*The Army has placed tea on its master menu, after surveys showed soldiers wanted it. The Air Force, Navy and Marines will make tea increasingly available, at the discretion of local procurement officers.*

*The Army will make the tea available on the basis of 150-count tea bags, a long step toward better brews.*

*What Air Force, Navy and Marine stations do about tea is to a considerable extent up to the tea trade itself. The door has been opened, but local procurement officers may need selling.*

*To make all pertinent information available to the trade, the Tea Association issued a special bulletin on the U.S. Army's new tea policy. The information should help you know what to do if you want to bid on this business.*

Starting about October 1st, 1954, the Army will increase tea purchases very substantially to provide 1,350 tea bags per 100 men per month, for mealtime use beginning January, 1955, in the continental U. S.

This represents a considerable expansion from the present service of hot tea at only eight meals per month. The new hot tea service will be in individual tea bags.

This means that for the first time the Army will be in the market in a large way, for individual tea bags.

*In essence the purchase of individual tea bags is an entirely new item for the Army.*

*By the same token, selling individual tea bags in large numbers to the Army will open an entirely new market for the U. S. tea trade.*

Experience shows the desirability, both from the industry's and the Army's standpoint, for planning in advance so that any confusion incident to the purchase of a new item can be minimized.

## 1. Tea Bags To Be Locally Procured

The Army has decided that tea bags will be put on local procurement. This means that there may be as many as 75 or more procurement officers throughout the U. S. who will be offering bids several times throughout the year to firms in their vicinity. (A list is available from the Tea Association.) As far as we know, bulk tea, which will be used for iced tea, will still be procured centrally as in the past, and will be in addition to the individual tea bags.

## 2. Federal Tea Specifications

The first thing you will want to do, if you haven't already done so, is to familiarize yourself with Federal Tea Specifications HHH-T-191b, (see paragraphs 1.1, 3.1, 3.5, 6.1.1). As you know, almost all tea has been purchased by the Army in bulk form, but you will notice that there are certain sections pertinent to tea bags.

## 3. What The Army Bids Will Specify

Although the present Federal Tea Specification HHH-T-191b states that for "individual service a minimum of 5 pounds of tea per 1,000 bags shall be used," this specification (for a 200 count tea bag) was predicted on a cup of tea containing only five and a half ounces of liquid.

Realizing that the Army serves its hot beverages in cups containing a minimum of eight ounces of liquid, the Container Institute of the Chicago Quartermaster General Depot recently conducted a series of tea bag tests and

recommended that the tea bags to be procured by the Army should be packed 150 to the pound, or 6.667 pounds per 1,000 bags. This is also in line with the recommendation of the Tea Experts Committee and the Board of Directors of the Tea Association of the U. S. A.

However, under certain circumstances, where necessary, the Army will permit procurement of 200-count tea bags.

## 4. Manufacture of 150-Count Tea Bags

Many companies with their own packing machinery are already making a 150-count bag. Trade packers who pack for private brands also are equipped to pack this bag. For your information,  $46\frac{2}{3}$  grains needs a bag slightly larger than the one used for 35 grains. In most instances, your present machinery can be adjusted to take this large size paper.

If you have any questions regarding your particular machine, consult with the machinery manufacturer. The trade packers are already aware of what needs to be done in order to make the bag the proper size.

It is expected that the Army will specify "no strings or tags."

## 5. Quality of Tea is A-2 Standard

The quality of the tea to be purchased is outlined in the Federal Tea Specifications HHH-T-191b, significant sections of which are as follows: "Bag tea shall match the standard specified in cup quality, not necessarily in leaf style or size. Not more than 50 per cent fannings by weight of the standard grade tea shall be used for tea bags."

Also, "Due to the relatively high packaging cost and the small amount of tea used per unit, it is generally customary to use the better standard of tea. It is suggested that a quality no lower than A-2 be used for tea bags." Undoubtedly the Army's specifications will reflect this policy.

Samples of the A-2 Standard are available from the Tea Association, 500 Fifth Avenue, New York 36, N. Y., at 50 cents.

This greatly expanded tea purchase program is part of the Army's policy of improving the menu by giving service personnel a choice of beverage wherever possible. Their decision was based on extensive tests showing that the men wanted hot tea available so that they could exert their free choice.

The Army's decision is also a tremendous stride for-

(Continued on page 52)



The flap is lifted on the individual envelope which encloses each bag . . .

The perforated section lifts one free corner; string is attached . . .

Out comes the tea bag, with string looped around and under it . . .

And presto! The bag does a flip-flop and is ready for dunking in the cup . . .

## a new kind of tea bagger

**Lipton adopts a German mechanical marvel which forms tea bags  
without heat sealing, inserts each in an envelope  
and puts envelopes by count in cartons**

*Something new in tea bagging machines is now in operation in the United States. It is a German-built Constantia, which forms tea bags without heat sealing, inserts each in an envelope by count in cartons.*

*Thomas J. Lipton, Inc., which is reported to have an*

*"exclusive" on the machines in this country, thought enough of them to have at least eight of the units shipped by air from Stuttgart, Germany, to Hoboken, N. J.*

*This detailed article is reprinted courtesy of "Modern Packaging" (copyright "Modern Packaging," 575 Madison Avenue, New York 22, N. Y.).*

Sir Thomas Lipton's first tea bags were tied and trimmed by hand. By 1927 this was being done automatically. Then the sewn, pillow-type bag was adopted. After World War II a thermoplastic filter paper was introduced for making heat-sealed bags and a double-head machine, which could make, fill, seal and turn out up to 90 bags a minute on each head, was considered the ultimate in automatic packaging.

But 25 new German-built machines, now operating at the Thomas J. Lipton, Inc., plant in Hoboken, N. J., are proving that what seems like the ultimate can often be surpassed.

Considered by the Lipton firm to represent one of its most revolutionary advances in packaging, the new machines (1) produce an entirely new kind of tea bag, eliminating heat sealing and hence eliminating thermoplastic resins; (2) seal each bag individually in a protective, easy-opening, printed paper envelope with an integral string and tag and (3) count and load the envelopes automatically into retail cartons. Step 2, considered by Lipton to be important to purity and flavor, had never been done before and Step 3 had never been accomplished mechanically.

The new machine does all this in a continuous, integrated operation and requires the services of only one attendant.

Under the old system additional attendants for each

machine were required just to pick up the naked bags in counted quantities, stow them by hand in a bulk glassine bag and insert the bag manually in the tuck-end retail carton.

Aside from the obvious production economies, Lipton's sees important gains in tea flavor, faster diffusion in brewing, protection and consumer convenience.

A small amount of thermoplastic resin is required to provide heat-sealing qualities in the conventional tea bag. With the new Lipton bag, only intricate folds of pure filter paper, in conjunction with a stapled end, are required to hold the tea in the bag during the forming and filling stages on the machine and while being brewed in the home. The possibility of the tea sifting out of the bag is practically nil.

The altogether different construction of the tea bag itself is said to promote faster brewing. The reader can best visualize it by imagining a long, narrow tube of the filter paper, with two "dumps" of tea about one-half inch apart, the ends of which are brought together in something like a druggist's fold longitudinally, then doubled over in a U-shape and stapled at the top, with a string attached to the staple. In effect, this forms a doughnut shape with an opening in the middle and the two "dumps" of tea on opposite sides of the doughnut. Thus, in brewing, the hot water can circulate through and around the open-center bag

and reach the two pockets of tea from all sides. Quicker brewing is also facilitated by the more porous paper now in use. This increased porosity is made possible by the elimination of the thermoplastic elements and the use of a lower base weight paper.

The other end of the tea-bag string is stapled to a perforated section of the containing paper envelope, under the folded-down flap, which is crimp sealed with the sides of the envelope. Opening the envelope and removing the bag is a marvel of convenience. On lifting the flap, the perforated square is revealed; when a corner of the perforation is lifted, the whole square pulls loose and with it is lifted the string and tea bag, ready for dunking in the cup like any other type of tea bag.

The tea bag itself need never be touched by human hands, either in the plant or in use. As the string is lifted, the bag does a surprising flip-flop and practically dunks itself in the cup.

Printing and die cutting of separate tea-bag tags—which was previously done in Lipton's own plant—is eliminated. The paper envelope which provides the tag also provides the rigidity necessary for automatic cartoning.

Starting at one end with a roll of filter paper, a single machine forms, counts and delivers the formed tea bag in its crimp-sealed paper envelope to a carton. It must allow for the natural variations in all of the materials involved and still run smoothly. It is here that the engineering genius of the mechanism is most evident. With the precision of a fine watch, the new Lipton tea-bag machine operates as follows:

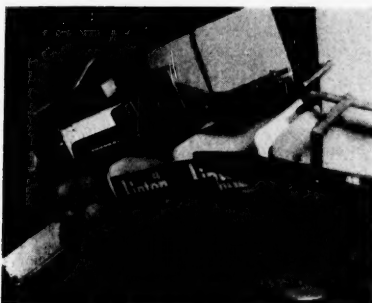
The highly porous filter paper unwinds through driven control rollers which help keep it taut during the complicated folding procedure which is to follow. The paper is cupped as it passes under an unusual filling station, involving a hopper which feeds tea through both an upper and lower wheel and into the web of paper.

The upper wheel, rotating in a clockwise direction, is made up of eight pockets, each of which picks up an exact fill of tea.

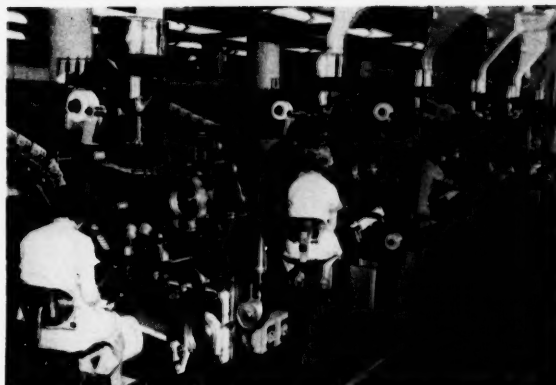
The revolving pockets dump the fill into the wheel below, which is revolving counter-clockwise and has four pockets. These 12 pockets are needed to keep pace with the web, which is moving at a speed of 68 feet a minute.

From the lower wheel the tea is loaded onto the web, which at this point has been made trough-shaped by folding horns. This is the first step in folding the web of filter paper into a pouch.

The paper is folded upon itself three times by wheels and folding horns, resulting in a tube with one folded center seam. A guillotine knife cuts off a section of the tubing and the result is two dumps of tea in the tubing separated by about one-half inch. Both ends, still open, are brought up



View from the rear of the collecting and counting magazine. When the right number of bags has collected, one row drops into the carton below, then a second row.



Part of the battery of 25 Constantas in Lipton's Hoboken, N. J., plant. First of its kind in this country, each machine forms the bag from the roll of filter paper (upper left), fills it with two pockets of tea, folds and staples it with string (from conical container at lower right), forms a paper envelope (from roll at bottom right), perforates a section and attaches the string from the bag, inserts the bag, seals the envelope, and counts and inserts the desired number of envelopes in the retail carton (left). Only the front machine in this row has the roll feed of envelope material; the others feed die-cut envelope blanks.

together over a pleating mandrel, which is part of the bag conveyor wheel, and a pleating knife puts a firm crease in the bottom of the bag. As the wheel rotates, a confectioner's fold is made on the open ends of the bag at three head-folding stations.

An end of string, fed from a bobbin-like spool, is next stapled to the folding ends of the bag and cut to length by a knife. The bag is pulled from the conveyor wheel by grippers into an inverting chamber and, as the bag rotates 180 degrees the string is looped around it.

Meanwhile, the paper envelope which is to hold the tea bag is being formed on a conveyor wheel directly below the inverting chamber. On the original model of the machine, single, die-cut, flat sheets of envelope paper were fed from a hopper on the lower portion of the machine. Later the machine was converted to a roll feed, which resulted in a substantial saving in cost. Tractive rollers pull the paper through a cutter box which has two parallel knives to perforate the portion of the envelope which is to form the tea-bag tag. Perforation is done in such a way that only three corners remain tacked to the main portion of the envelope, leaving a free edge for pulling.

Gripper fingers on the pouch wheel open and a tucker forces the envelope into the fingers. The envelope is now cupped to receive the bag at the next station as the wheel revolves counter-clockwise in an intermittent motion. Grippers on the pouch wheel pull the tea bag out of the inverting chamber above into the pouch which is still only semi-formed.

It is now necessary to staple the trailing edge of the string (which has been looped around the bag in the inverting chamber) to the slit section of the pouch. The machine does this, accurately positioning the staple at the top of the slit section.

At the next station the tapered flap of the envelope is folded down and over this perforated section. Ingenious crimping wheels effect closure on both sides of the envelope, which up to now have remained open. The same wheels pull the envelope from the grippers and deliver the completed individual tea-bag package to a stacking and counting device.

(Continued on page 52)



# Tea Association uniform brewing

**Free!**

The Tea Association will be glad to furnish you with reproduction art for these sample layouts. Whether you decide to use one of these or design your own, the important point is to use the tested and approved brewing instructions the next time you have your packages printed.

**FOR  
LARGER  
PACKAGES**  
(actual size)



## How to make really good tea every time

### HOT TEA

1. Bring fresh, cold water to a full rolling boil.
2. Use your tea pot.\*
3. Place one tea bag (or one teaspoonful) per cup in the teapot.
4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

### ICED TEA

Melting ice dilutes the flavor. So use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

### SOME TIPS ABOUT TEA

- Tea experts recommend milk (not cream) because it lets the true flavor of the tea come through.
- If you want weaker tea, simply do this. Prepare as usual and then add a little hot water.
- Don't judge the strength of tea by its color. Some teas brew dark; others, light. Hardness of water also affects color.
- For the very best tea pre-heat the teapot. This helps you get every ounce of flavor out of the tea leaves.
- \* Teapots retain heat best during brewing. They help you get the hefty, hearty flavor people like best.

**FOR SMALLER PACKAGES**  
(actual size)



## How to make really good tea every time

### HOT TEA

1. Bring fresh, cold water to a full rolling boil.
2. Use your tea pot.
3. Place one tea bag (or one teaspoonful) per cup in the teapot.
4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

### ICED TEA

Melting ice dilutes the flavor. So use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

## HERE'S HOW TO MAKE GOOD TEA EVERY TIME



- 1 Have the water for your tea Boiling, boiling merrily!



- 2 Tea bag or teaspoon — it's up to you. Use one for each cup for a full flavored brew.



- 3 Don't skimp the time in which you brew it, 3 to 5 minutes, that will do it!

**P.S.**

For Iced Tea, use half again as much tea and pour into ice-filled glasses.



# recommends instructions for tea packages

Layout and art for tested and approved recipe  
now available to all tea packers

When the Board Members of the Tea Association met earlier this year, they agreed upon uniform brewing instructions for tea packages. This move, they pointed out, would be good for everyone—the Tea Industry, the consumer, and every packer.

So they had the Brewing Committee review the whole tea brewing program. They retested and reaffirmed the basic rules for brewing good tea. Here are the results in 27 words:

#### **FOR HOT TEA**

1. Use boiling water.
2. Use one tea bag or one teaspoonful per cup.
3. Brewing time 3-5 minutes.

#### **FOR ICED TEA**

*Use half again as much tea and pour  
into ice-filled glasses.*

Uniform brewing instructions may seem like a small thing. But if people make tea properly, they'll like it better and drink it more often—a fact that can do much to increase tea consumption—and your sales. We can't think of a more important reason why you (and every packer) should get behind this program next time you print your packages.

## tea council

*of the U. S. A., Inc.*

500 Fifth Ave. • New York 36, N. Y.



1934

1954

# Thank You—

On the occasion of my 20th Anniversary in the Tea trade, sincere thanks to the tea merchants, shippers, manufacturers and all in the Tea Industry here and abroad whose help and courtesies have made these years so pleasant.

Your continued cooperation will be deeply appreciated.

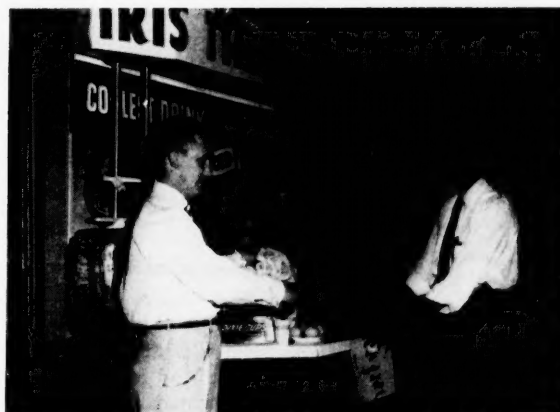
**Clement M. Hakim**

**Tea Importer**

**91 Wall Street**

**New York 5, N. Y.**

Robert Hall (left), Iris Theater manager, shows Rose Hardee, of theater staff, tips on dispensing tea while Lipton representative Dick Alexander draws the beverage.



**You might tab this idea  
for consideration  
when you get to working  
out plans for next season's  
iced tea promotion.  
It might set you to thinking...**

## tea goes to the movies

By HAVILAND F. REVES

*Keeping tea growing—a general trend—is made up of a multitude of particular acts by the industry as a whole, by companies, by individuals. They are acts of promotion, merchandising, advertising, selling.*

*In the main, these acts hit at the big main targets—tea consumption in the home and in the restaurant, hot and iced.*

*But specialized targets can swell the trend.*

*Here is the case history of one such specialized target. Think of this article as you lay out your iced tea promotion for next year.*

*You might be able to work out similar promotions, with theaters in your own territory. The idea might also be adapted to other types of operations.*

A bright idea to build his own business during warm weather created a potentially significant new outlet for tea, Robert Hall, manager of the Iris Theater in Detroit, has found. This is a small neighborhood theater in a working class district, and Manager Hall was looking around for some way to stimulate patronage.

"Come in and cool off", the signs read on the front of the theater—as on thousands of movie houses during hot weather. So he decided to combine with this the special appeal of iced tea, offered as an "extra" to his patrons.

A special stand was placed in the middle of the theater lobby, equipped with all the necessary equipment and "fixings". Sugar and lemon, of course. And a huge tea pot, bearing the Lipton label, was placed on the counter, serving to put the idea across clearly. A beverage dispenser was also utilized, to handle the volume of customers at peak periods smoothly.

Back of the counter, an attractive member of the staff served to fill the important role of hostess, wrapping the whole idea up in an eye-catching package for the customers.

Outside the theater, a special 40 by 60 poster was placed, announcing that "Delicious Lipton's iced tea is now being served free inside." This served to spread the idea rapidly around the neighborhood and to get people talking about the plus value offered them at the community theater. The

stand was of course, inside, so that only regular customers, who had paid their admission, would be in a position to secure the free drinks.

The Thomas J. Lipton Co. took a direct interest in the project, which is serving to open up a new market for tea consumption. Expenses of the initial experiment, scheduled for the entire summer, were kept down through the co-operation of an ice supply company and a paper cup firm, which supplied their products in return for suitable billing.

The entire idea won warm approval from the public, which readily took to the new idea and the pleasant manner in which their movie-going pleasure was enhanced. The combination even reminded them of the combination of cool drinks and the television screen at home, combined here with the added pleasures of an evening out and the big screen entertainment values of the movie house.

### **Iran still imports tea, but own output is rising**

Iran's tea production is not yet sufficient to meet her country's needs.

According to the *Indian Trade Bulletin*, about 7,000 tons of tea are produced in Iran, while the demand in the country is for 12,000 tons.

Iran has to depend largely on imports, and tea is mainly brought in from India, Ceylon, Java, Formosa and Pakistan.

Considerable reduction is observed in Iran's imports of tea in the year 1952-53, owing to the encouragement given to cultivation of tea within the country.

It is understood that in 1954 there will be some liberalization in the import of tea into Iran. About 10,000 tons of tea will be allowed for import to cover the shortage of home tea crops.

For the present, the government of Iran has allowed imports of 1,800 tons of tea, against sale of their rice.

## Expanded hot tea campaign announced by Tea Council

For the 1954-55 hot tea season, the Tea Council will triple the number of its advertising impacts in the same 12 basic markets used last year. The Council will support this campaign with the most intensive merchandising program the tea industry has ever undertaken, it has been announced today by Anthony Hyde, executive director.

"Tea sales to the consumer have been moving steadily ahead and gathering momentum with each succeeding year since 1952", Mr. Hyde commented. "By the end of this year, tea's permanent increase in annual grocery sales will amount to 24 per cent,—a 17,200,000 pound, \$23,048,000 gain over 1951, the last average year before tea began its accelerated movement off grocers' shelves."

The Tea Council will run its now famous "Take Tea And See" television spots for 39 weeks in the following markets:

Baltimore	Los Angeles
Boston	New York
Chicago	Philadelphia
Cleveland	Pittsburgh
Detroit	Washington, D.C.

It will also run a campaign for 27 weeks in San Francisco and for 20 weeks in Providence.

These 12 basic markets account for over 40 per cent of total food sales, in the United States, and close to 50 per cent of total tea sales.

In order to give grocers the most effective point-of-sale



In four colors and large size, this is one of the new sales aids.

material to tie-in with this campaign, the major advertising theme—"Take Tea And See" has been designed into a new line of four-color materials. The use of full color to capture the appetite appeal of hot tea makes this year's material equally effective in markets where the Council is not yet advertising.

The point-of-sale material—which consists of a jumbo poster, an all-purpose poster and a shelf-marker—is available free from tea packer salesmen or direct from the Tea Council of the U.S.A., New York City.

### Union Bag appoints Recher

The Union Bag & Paper Corp., announces the appointment of Harry M. Recher as director of flexible packaging sales.

A member of the Union Bag organization since 1945, Mr. Recher served most recently as director of honeycomb sales.

# IRWIN-HARRISONS-WHITNEY, INC.

## TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)  
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)  
MEDAN (SUMATRA) • TAIPEH (FORMOSA)



## Tea Movement into the United States

(Figures in 1,000 pounds)

	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953	Nov. 1953	Dec. 1953	YEAR 1953	Jan. 1954	Feb. 1954	Mar. 1954	April 1954	May 1954	June 1954	July 1954	Aug. 1954
<b>Black</b>																
Ceylon	3,678	4,060	4,036	4,832	3,976	1,831	2,575	45,675	3,093	3,756	4,401	7,062	6,749	4,742	1,585	1,022
India	2,524	2,591	1,432	2,334	3,817	2,335	3,107	37,532	4,048	4,049	5,129	6,432	3,945	3,167	1,588	1,545
Formosa	52	130	138	159	221	305	404	1,874	469	355	137	131	8	92	730	706
Java	513	783	337	416	758	527	528	6,714	700	904	1,330	1,165	1,114	1,167	882	429
Africa	498	230	157	327	406	87	112	3,786	66	272	710	517	733	1,272	708	258
Sumatra	341	439	164	346	518	420	239	4,458	613	593	497	260	629	494	280	130
Misc.	45	139	32	106	102	368	121	1,417	405	306	180	431	845	274	253	266
<b>Green</b>																
Japan	87	185	699	779	314	214	42	2,698	459	60	57	184	226	328	371	532
Misc.	15	...	10	50	40	68	5	312	...	...	...	31	5	5	43	40
<b>Oolong</b>																
Formosa	3	1	17	45	53	61	89	266	14	27	11	49	12	21	20	19
Canton	...	1	18	4	15	11	2	34	1	...	...	...	...	...	6	28
Sentd Cntn	...	...	2	8	15	5	...	35	...	...	...	...	...	2	...	22
Misc.	...	...	25	4	...	...	...	62	8	3	3	...	...	18	2	...
<b>Mixed</b>	2	2	...	...	27	5	22	135	...	...	2	4	18	...	...	25
<b>TOTALS</b>	<b>7,758</b>	<b>8,561</b>	<b>7,061</b>	<b>9,410</b>	<b>10,262</b>	<b>6,237</b>	<b>7,536</b>	<b>104,998</b>	<b>9,876</b>	<b>10,315</b>	<b>13,207</b>	<b>16,266</b>	<b>14,285</b>	<b>11,584</b>	<b>6,468</b>	<b>5,022</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

### British drinking more tea despite price rises earlier in year

What's happening to tea consumption in the United Kingdom?

That question becomes more crucial than ever before as London buying is pushing current levels of tea sharply upward.

The question can be answered, at least up until this past spring, when the Tea Bureau in London began its fourth consumer survey.

By April, when the interviewing began, there had been two general price increases and a third was expected.

Still, consumption was increasing. The weekly average per household rose by about three-quarters of an ounce in a year, from 10.4 ounces to slightly over 11 ounces.

This means that average consumption per head now works out at 3.3 ounces compared with 3.1 ounces at the time of the 1953 survey.

This small rise is not reflected in the figures of the number of spoonfuls of tea used or in the number of cups of tea drunk by the housewife herself. It is probable, therefore, that the increase is the outcome of a combination of factors, such as the greater amount of tea taken to work, the increased use of caddy spoons, and probably a lesser concern on the part of the housewife with the precise amount of tea she is using.

Changes in shopping habits over the past year have been quite small. Three-quarters of the housewives still buy their tea from their usual grocer, and among those who do not do so, the reason "doesn't stock favourite brand," shows a further decline in importance.

Since the 1953 survey, the amount of tea purchased at a time has slightly increased. Now 41 per cent of the housewives buy more than one half pound of tea at a time, compared with 35 per cent last year.

In spite of price increases since the last survey, there is no evidence of any general switch to cheaper brands or

grades. This conclusion must, however, be accepted with some caution.

The majority (84 per cent) of housewives are aware of recent increases in tea prices, but so far this has had no apparent effect either on the frequency with which tea is made or on its strength.

The use of tea caddies and caddy spoons is now more widespread than a year ago.

It would appear that the past increases in the number of spoonfuls of tea used for two and for four persons noted in previous reports have now come to an end. This year's figures show no change on last year's in this respect.

The average number of cups of tea which the housewife had at home on the day before interview is still 6.8, and this figure also appears to have become stabilized.

The occasions on which the housewife has tea are largely unchanged. There is, however, now slightly more tea drinking in the early morning and during the afternoon, and slightly less in the evening and before going to bed.

The average number of occasions on which the housewife had tea at home is unchanged at four.

The downward trend of recent years in the drinking of coffee by the housewife at home has now been arrested. The present figure of 31 per cent having coffee in fact shows a small apparent increase on last year's figure. The comparable figure for the drinking of coffee away from home remains unchanged at five per cent.

### Tea's 1954 convention covered in next issue

As this issue goes to press, the Tea Association of the U. S. A. is holding its ninth annual convention at Bretton Woods, N. H.

Reports on what happens at the convention, one of the most decisive in the history of the industry, will appear in the next issue of COFFEE & TEA INDUSTRIES.

### a new kind of tea bagger

(Continued from page 43)

The crimp seal is highly unusual. No glue or thermoplastic is used, yet the edges of the envelope are so firmly held by the close spaced and deeply drawn crimp that it is difficult to pull them apart. The edges of the folded-down flap are caught and sealed in the same crimping action, leaving the tapered end free for opening. As the flap end is pulled upward in opening, it tears along the crimp seal at the edges as if it were perforated.

The stacking and counting device, an integral part of the one machine, takes unit packs, counts them by 16's or 48's

and places them in a carton. Tea bags are alternately placed rightside up and upside down on the transporting rails which bring the bags up at an angle of 45 degrees to the bag-counting and carton-filling station. The alternating method makes for a more balanced pack by fully utilizing the space in the carton.

After the density of the tea has been determined, it is then figured how much space is necessary for a fixed count. A rod which is spring loaded keeps moving in an upward motion until there is sufficient pressure exerted on rod and spring to remove a dog or pall from a small chamber which in turn releases a plunger. The plunger pushes the teabag pouches into a carton which has moved into position under the counting chamber. One side of the carton is indexed with tea bags and then the other side, and the flaps are tucked.

As a final step, the cartons are carried away by a conveyor to another machine which overwraps them with cellophane to provide protection from moisture and odors. The over-wrapped cartons are then placed in corrugated shippers.

Distribution of the new Lipton tea bags is still limited to the New England area and will probably be extended to other areas when additional machines are available.

CREDITS: "Constanta Teepack" machine by Spezialmaschinen GMBH, Viersen, Dusseldorf, Germany. Tea-bag filter paper by Aldine Paper Co., Inc., 535 Fifth Ave., New York 17. Die-cut envelope sheets by William W. Fitzhugh, Inc., 49 St. & Second Ave., Brooklyn 32. Roll material by Marathon Corp., Menasha, Wis. Stitching wire by George W. Prentiss & Co., 439 Dwight St., Holyoke, Mass. String by Premier Thread Co., Pawtucket, R. I. Cartons by Alford Cartons, Industrial Ave., Ridgefield Park, N. J.

### selling the new market for tea in the Armed Forces

(Continued from page 43)

ward for the tea industry, and we want to do everything possible to make sure that we serve the Army, everything possible to make procurement smooth and easy.

It is not yet known exactly when the first bids should be anticipated by the tea trade. It is suggested, however, that if your company is located in the vicinity of an Army Post, you might want to write a letter to the Purchasing and Contracting Officer requesting that your firm be put on the list of firms to receive the offer to bid.

## PRENTISS STITCHING WIRE

for

TEA BAGS

Tinned Steel

Monel

Aluminum

GEORGE W. PRENTISS & CO.

HOLYOKE, MASSACHUSETTS

Founded 1857

Specialists in Stitching Wire Since 1875



All America loves LIPTON TEA!

Lipton is America's favorite tea, because its quality is always high. It is brisk, refreshing and full-bodied. And it is preferred by more people than any other brand.

# the growth of Pakistan's tea industry

---

*This short survey of the development of the tea industry of Pakistan was prepared by the Pakistan Tea Association, Chittagong.*

At the time of the partition of the Indian subcontinent, 134 tea estates, consisting of nearly 75,000 acres of planted tea, fell inside the borders of the eastern wing of the new state of Pakistan, in the districts of Sylhet and Chittagong.

Prior to partition, many of these gardens were controlled from Calcutta, and a large portion of the crop was disposed of in Calcutta, the balance being sent to the London Auctions. There were, therefore, many difficulties facing the trade when it became necessary to ship all Pakistan tea through the port of Chittagong, and to open up a primary market center where none had existed before.

Lack of adequate warehouse space and of trained staff, and an acute shortage of both office and living accommodations were only a few of the difficulties that the Pakistan tea trade had to face. However, the trade slowly surmounted the obstacles, and the first public auction was held in a dance hall in Chittagong in July, 1949, when some 1,500 chests were on offer.

It is a far cry from those early pioneering days to the present time, when up to 20,000 chests are handled in a sale. Last season, over 20,000,000 pounds of tea was sold

by public auction in Chittagong. Sales now take place in the assembly hall of the new Chittagong Chamber of Commerce.

The shortage of warehouse space was solved by the building of a new warehouse, just outside Chittagong, solely for the warehousing of tea, and was largely sponsored by the Pakistan Tea Association, an organization composed of the majority of tea producers in Pakistan.

To deal with the problems of the trade as a whole, producers, buyers and brokers in 1952 formed the Tea Traders Association. It is under the rules of this association that the auctions are held, and it is to its members that inquiries from overseas buyers are circulated by the secretary.

In a young country, with a rapidly expanding economy, the tea industry is proud to play its part, and in the years since partition the Pakistan tea crop has increased from 43,750,000 pounds in 1948 to 54,750,000 pounds in 1953.

This large increase would not have been possible without the greatest cooperation of the government of Pakistan, which by abolishing the export duty in 1952 helped the Pakistan producers to weather the greatest slump the industry had ever known.

Before introducing any legislation or taxation, the government has usually sought the views of the trade, and these views have always received the most careful and

---

**"TEA is growing...  
keep it going!"**

**HENRY P. THOMSON, INC.**

**TEA IMPORTERS**

89 Broad Street  
Boston, Mass.

120 Wall Street  
New York 5, N. Y.

383 Brannan Street  
San Francisco, Calif.

*Member: Tea Association of the U.S.A.*

courteous consideration of the ministers and departments concerned.

Thus an amendment to the Pakistan Tea Act, shortly to be placed before the Constituent Assembly in Karachi, in regard to the transfer of export quota, will considerably speed up the present system and expedite the shipment of tea to foreign destinations.

The increasing internal demand has meant that over the past year or two prices in Chittagong have generally been rather higher than those ruling in other primary centers, but with the greater weight of tea being offered in the auctions, prices are more likely to equate with London and Calcutta in the future.

#### **Canadian Tea Council names new agency for bigger drive**

Spitzer & Mills, Toronto advertising agency, has been named to direct an expanded campaign by the Tea Council of Canada.

The amount of the advertising appropriation is the largest ever allocated to increase the consumption of tea in Canada, Leonard Akerman, executive director of the Tea Council of Canada, indicated.

He said that only Canadian-owned advertising agencies were allowed to compete for the account, since this will be exclusively a Canadian campaign.

The Tea Council of Canada was formed in June and replaces the Canadian Tea Bureau. Although similar to the U. S. Tea Council, the Canadian organization is a separate body and deals with its own problems from a wholly Canadian viewpoint.

#### **Society for Advancement of Tea to promote consumption in Germany**

A Society for the Advancement of Tea has been set up in the German Federal Republic, with an original capital of DM30,000.

The site for the organization is Hamburg, the tea importing center in Germany.

The pattern of the new society is that of the Tea Council in the United States. One half of the capital is being contributed by India and by other producing countries if Ceylon and Indonesia join—and the other half by the German trade.

There are about 30 leading distributors in Germany.

The executive committee of the Council will be composed of 12 members, one half nominated by the producers, the other half by the tea trade in Germany.

The chairman, already named, is Johannes Nissle, Teakanne, Ltd., and the vice chairman is Carl Ellerbroeck, Halsen & Lyon.

#### **Gair names division manager**

William T. May, Jr., vice president in charge of container operations at the Robert Gair Co., Inc., New York City, announces the appointment of Frank E. Newton as manager of its Pennsylvania Corrugated Box Division in Philadelphia, Pa.

Mr. Newton has been with the company 24 years, starting in Boston as an order clerk. He was sales manager at Gair's Boston Corrugated Box Division nine years, and was recently division manager of the Ohio Corrugated Box Division in Cleveland.



Carefully grown

Carefully selected

**Ask Your Importer About**

**UNCOLORED**

**JAPAN GREEN TEA**

**Japan Tea Exporters' Association**

**82-1 KITABAN-CHO  
SHIZUOKA, JAPAN**

**Cable Address:  
EXPTASSN**



**Z. K. Estey, widely known Vancouver  
tea and coffee man, dies suddenly**

The industry is mourning the sudden passing of Z. K. Estey, manager of the Dickson Importing Co., Ltd., Vancouver, B. C. This firm is one of the oldest coffee and tea companies in Vancouver, having been established in 1897.

Mr. Estey had been associated with the company since the end of World War I, progressing from clerk to manager. The firm has always been noted for both quality and service.

Mr. Estey was born at Fredricton, New Brunswick, coming West after his service with the Royal Canadian Airforce.

During his lifetime in Vancouver, he was an active member of the Rotary Club, having been secretary and president.

He also served as a director on the board of the Preventorium (Tubercular Children) and a director of the B. C. Automobile Club. He was also active in other civic and community organizations.

Mr. Estey's passing is deeply regretted by his friends in the coffee and tea trade in Canada and also in San Francisco and New York.

**PMMI elects Miller President**

At the annual fall meeting of the Packaging Machinery Manufacturers Institute, held at Ashville, N. C., Tom Miller, vice president of the Package Machinery Co., Springfield, Mass., was elected president for the coming year.

John B. Wilson, president of the Wright Machinery Di-

vision, Sperry Corp., Durham, N. C., and Mills W. Waggoner, general sales manager of Better Packages, Shelton, Conn., were elected vice presidents.

The following were elected Directors: W. E. Huegenin, president of the Stokes & Smith Division, Food Machinery and Chemical Corp.; O. W. Wikstrom Jr., treasurer of the U. S. Automatic Box Machinery Co.; E. J. Abendschein, president of the Chisholm-Ryder Co.; C. A. Wetli, vice president of the Hudson Sharp Machine Co.

**Issues handbook on pallets**

If you now use, or are considering using, pallets and palletization, you want a copy of the new handbook published by the National Wooden Pallet Manufacturers Association, Barr Building, Washington 6, D. C.

The handbook, called "Pallets and Palletization", has chapters on planning for palletization, principles of pallet construction, choosing the correct pallet, how to purchase pallets, using and maintaining pallets, and other phases of the subject.

The handbook is printed in color and is extensively illustrated. It is available without charge from most reputable pallet suppliers, or may be ordered through the association headquarters for \$1.00 per copy.

**New booklet on flavor, odor issued**

A new brochure, "Scientific Analysis of Flavor and Odor", has been issued by the Evans Research and Development Corp., New York City.

The brochure describes the sensory panel as used by Evans Research for evaluation of minute sense differences.

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## ship sailings

(Continued from page 37)

SAILS	SHIP	LINE	DUE
10/27	Del Norte	Delta	N011/11
10/27	Newbrough	Lamp-Ho	NY11/20
10/28	Holberg	Nopal	N011/17 Holl/20
10/31	Sagoland	Brodin	Ball/14 NY11/16 Boll/18 Pall/20
10/31	Mormacdale	Mormac	Ball/16 Pall/18 NY11/20 Boll/22
11/1	Argentina	Mormac	NY11/15
11/3	Del Aires	Delta	N011/22 Holl/27
11/6	Mormacfir	Mormac	Ball/21 Pall/22 NY11/24 Boll/26 Mill/30
11/10	Del Mundo	Delta	N011/28 Holl/23
11/10	Mormacgulf	Mormac	LA12/5 SF12/8 Pol2/13 Val2/15 Sel2/17
11/12	Santos	Stockard	NY11/30 Bal2/2 Pal2/4
11/12	Mormacfern	Mormac	NY11/27 Boll/29 Pal2/1 Bal2/2
11/15	Skogaland	Brodin	NY11/30 Boll/1 Pal2/3 Bal2/5
11/24	Del Santos	Delta	N012/14 Holl/19
11/25	Sheridan	Lamp-Ho	NY12/20
12/1	Del Alba	Delta	N012/21 Holl/26
12/3	Vigrid	Stockard	NY12/21 Bal2/23 Pal2/25

## TANGA

10/16	Siberot	Royal-Inter	LA12/3 SF12/8 Pol2/14 Sel2/17 Val2/19
10/20	Afr Crescent	Farrell	NY11/24
10/20	Reuben Tipton	Lykes	N011/28
11/28	Afr Lightning	Farrell	NY12/23
11/24	Tyson Lykes	Lykes	N012/27
12/2	Afr Planet	Farrell	NY1/6
12/3	Schotuen	Royal-Inter	SF1/12 LA1/17

## VICTORIA

10/11	Del Valle	Delta	N010/26 Holl/31
10/14	Canada	Lloyd	NY10/29
10/25	Del Monte	Delta	N011/9 Holl/14
11/7	Del Aires	Delta	N011/22 Holl/27
11/13	Del Mundo	Delta	N011/28 Holl/23
11/29	Del Santos	Delta	N012/14 Holl/19
12/6	Del Alba	Delta	N012/21 Holl/26

## TEA BERTHS

### CALCUTTA

10/10	Bawean	JavPac	SF11/10 LA11/15 Poll/29 Sel2/4 Val2/8
10/12	Exchequer	Am-Exp	Boll/10 NY11/12
10/15	Excelsior	Am-Exp	Boll/18 NY11/20
10/22	City Madras	Ell-Buck	Boll/23 N11/24 Pall/27 N11/28 Ball/30
10/28	Exhibitor	Am-Exp	Boll/21 NY12/3
11/7	City Doncaster	Ell-Buck	Hal2/19 St Jo12/22
11/8	Exmouth	Am-Exp	Boll/24 NY12/16
11/8	Banka	Jav-Pac	SF12/11 LA12/16 Pol2/29 Sel1/4 Val/8

### COCHIN

10/13	Malayan	Prince	Hall/6 Boll/8 NY11/9 Ball/15
10/23	Excelsior	Am-Exp	Boll/18 NY11/20
11/7	Exhibitor	Am-Exp	Boll/21 NY12/3
11/10	British	Prince	Hal2/4 Boll/7 NY12/8 Bal2/4
11/18	Exmouth	Am-Exp	Boll/14 NY12/16
12/10	Eastern	Prince	Hal/3 Boll/6 NY1/7 Bal/13
1/12	Javanese	Prince	Ha2/5 Boll/8 NY2/9 Ba2/15

### COLOMBO

10/10	Malayan	Prince	Hall/6 Boll/8 NY11/9 Ball/15
10/16	Exchequer	Am-Exp	Boll/10 NY11/12
10/19	Bronxville	Barb-Frn	Gulf11/30
10/20	Excelsior	Am-Exp	Boll/18 NY11/20
10/20	Billiton	JavPac	SF12/11 LA12/16 Pol2/29 Sel1/4 Val/8
10/21	Laura	Maersk	NY11/23 Hal2/2
11/3	Exhibitor	Am-Exp	Boll/21 NY12/3
11/7	Else	Maersk	NY12/11 Hal2/14
11/7	British	Prince	Hal2/4 Boll/7 NY12/8 Bal2/14
11/14	Exmouth	Am-Exp	Boll/14 NY12/16
11/21	Gertrude	Maersk	NY12/23 Hal/4
12/7	Eastern	Prince	Hal/3 Boll/6 NY1/7 Bal/13
1/9	Javanese	Prince	Ha2/5 Boll/8 NY2/9 Ba2/15

### DJAKARTA

10/12	Glenville	Barb-Frn	Gulf12/16
10/18	Else	Maersk	NY12/11 Hal2/24
10/29	Fernhill	Barb-Wn	Gulf12/31

11/9	British	Prince	Hal/3 Boll/6 NY1/7 Bal/13
12/10	Javanese	Prince	Ha2/5 Boll/8 NY2/9 Ba2/15

## DJIBOUTI

10/28	Excelsior	Am-Exp	Boll/18 NY11/20
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## HONG KONG

10/14	Lake	Pioneer	NY11/26
10/18	Chastine	Maersk	SF11/11 NY11/28
10/20	Tamesis	Barb-Wn	SF11/11 LA11/13 NY11/29
11/3	Johannes	Maersk	SF11/26 NY12/13
11/5	Fernfield	Barb-Wn	SF11/27 LA11/29 NY12/15
11/14	Land	Pioneer	NY12/22
11/28	Nicoline	Maersk	SF12/11 NY12/29
11/20	Tungus	Barb-Wn	SF12/12 LA12/14 NY12/30

## KOBE

10/10	Maren	Maersk	SF10/26 NY11/12
10/11	Fernside	Barb-Wn	SF10/27 LA10/29 NY11/14
10/14	Dale	Pioneer	NY11/26
10/24	Chastine	Maersk	SF11/11 NY11/28
10/26	Tamesis	Barb-Wn	SF11/11 LA11/13 NY11/29
11/10	Johannes	Maersk	SF11/26 NY12/13
11/11	Fernfield	Barb-Wn	SF11/27 LA11/29 NY12/15
11/18	Land	Pioneer	NY12/22
11/25	Nicoline	Maersk	SF12/11 NY12/29
11/26	Tungus	Barb-Wn	SF12/12 LA12/14 NY12/30

## SHIMIZU

10/12	Maren	Maersk	SF10/26 NY11/12
10/16	Dale	Pioneer	NY11/16
10/27	Chastine	Maersk	SF11/11 NY11/28
11/12	Johannes	Maersk	SF11/26 NY12/13
11/20	Land	Pioneer	NY12/22
11/27	Nicoline	Maersk	SF12/11 NY12/20

## YOKOHAMA

10/15	Maren	Maersk	SF10/26 NY11/12
10/15	Fernside	Barb-Wn	SF10/27 LA10/29 NY11/14
10/17	Dale	Pioneer	NY11/16
10/30	Tamesis	Barb-Wn	SF11/11 LA11/13 NY11/29
10/31	Chastine	Maersk	SF11/11 NY11/28
11/15	Johannes	Maersk	SF11/26 NY12/13
11/15	Fernfield	Barb-Wn	SF11/27 LA11/29 NY12/15
11/22	Land	Pioneer	NY12/22
11/30	Nicoline	Maersk	SF12/11 NY12/29
11/30	Tungus	Barb-Wn	SF12/12 LA12/14 NY12/30

1 Accepts freight for New York, with transshipment at Cristobal, C. Z.

2 Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

## industry standards on grinds

(Continued from page 23)

in November, 1945, Hills Bros. added a "Drip and Glass-Maker Grind".

But even now Hills Bros. states on its regular grind can that it is "For Any Method of Coffee-Making".

The Hills Bros. booklet, "The Art of Coffee Making", says that its regular grind is "an all-purpose grind which will produce a perfect balance of flavor, aroma and strength by any method of coffee-making if the directions for the different types of coffee-making given in this book are followed."

Clearly Chock Full O' Nuts is not pioneering in the development of an all-purpose grind.

But it has succeeded, with its new promotion, in pushing grinds into the forefront again.

Virtually all roasters will continue with, or move closer to, the recommended standards. But eyes will also be kept open to watch what happens to the all-method venture.

## selling through self-service markets

By JERRY FOLEY, Sales Promotion Manager  
Rossotti Lithograph Corp.

*Here's another hard-hitting article, from "Self Service Merchandiser", Mr. Foley's straight-from-the-shoulder letter of comment on what makes good packaging tick.*

What is impulse buying?

You have read a lot about it. Probably a great many gimmicks have been offered to you. But have you really put it to work for you, in your package?

The answers to a few pertinent questions are in order here.

Is the consumer primarily buying, or is she primarily planning her meals in the store?

We have been checking up on your wife, and ours. She seldom goes from the table, directly to the store. First, she may do part of her housework. And likely, some telephoning. As you may or may not know, this takes time.

Consequently, when she gets to the store, she is beginning to get a little hungry. Ask her if this isn't so.

That means that not only is she planning her meal, which she usually does *right in the store*, but she is *planning to eat* what she sees on display, and how it stimulates her taste buds, is going to play a large role in what you eat that night.

The pictorial on your package is, at that point, just as important as your trade-mark.

Would you believe that *half of your potential sales* can be lost, right in the self-service store.

The dollars you spend in advertising and selling, the hours you devote to your business, can in many instances be made *twice as productive* as at present.

The ruling queen in the food business is the woman shopper. Her sceptre is the dollar. Of course she's price conscious. But she is possessed of a quality that is much more compelling, and infinitely more vital to you, than her desire for a "bargain".

She is, and she always has been, emotional. The un-informed like a call her fickle. She isn't. She is the most predictable of beings in this respect: Appeal to her emotions and she'll react, *powerfully*.

Is she then, an emotional shopper? She is, and so are we all. One of the basic human emotions is Appetite: *the desire to eat*.

She spends only a *few seconds* in making up her mind

on each purchase. Sixty per cent of her purchases in self-service stores are made on the spur-of-the-moment decisions. Appeal to her Appetite at that critical instant-of-decision, and the odds are that you have made a sale.

Color, properly used on your package, is the key to appetite appeal.

Women react strongly to color. Some colors and color combinations will repel; others will instantly attract. If you ever have tried to match color sample for your wife, you know what we mean.

From long experience and constant study of this subject, we know a great deal about color, and its influence on women. We know which color combinations for "pictorial," "trade-mark" and "background" will make women want to buy your package.

Remember, she buys your package, *not* because she wants the package, but *because she wants to eat its contents*.

The packaging of foods into convenient sizes, following the cracker-barrel era in our history, gave birth to the self-service store, and made the supermarket possible.

The fact that women shoppers today believe that *everything* carried in these stores is reliable, poses a serious new problem for nationally advertised brands.

With no sales person to influence her choice, your package must be *given a voice*, to speak for you. This may not have been so important when you last re-designed your package, but it is vitally important today.

Your package must be instantly seen and recognized among the some 3,000 other items in the stores, all competing for the shopper's attention. But it must do more, much more, than be seen and recognized. It must appeal to the shopper so *urgently* that it says to her "Buy me".

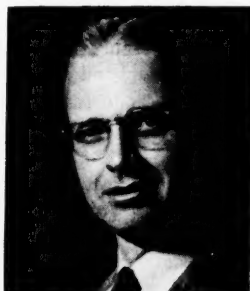
If it does, she will.

### Fritzche Award winner announced

At its general meeting held in New York City, the American Chemical Society announced that Dr. Hans Schinz, of the Federal Institute of Technology, Zurich, Switzerland, had been chosen as the 1955 recipient of the A.C.S.—sponsored Fritzche Award.

This \$1,000.00 cash and gold medal award, donated annually by Fritzche Brothers, Inc., New York essential oil firm, for outstanding achievement in the field of essential oils and related chemicals, will be presented to Dr. Schinz at the Society's spring meeting.

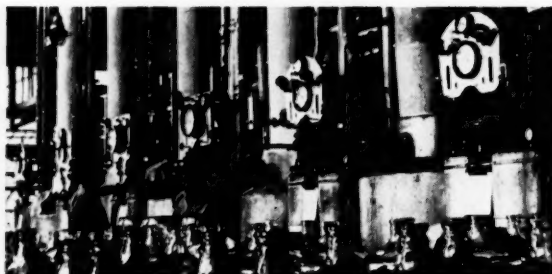
Dr. Schinz, a native of Switzerland, has gained world repute for his extensive work on the analysis and elucidation of the components of essential oils and their synthesis.



# Givaudan



## produces



## basic



## flavor materials

As a primary source of supply for flavor materials, Givaudan, the world's largest producer of aromatics, has played a dominant role in the development of flavoring science.

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Inc.

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Branches: Philadelphia • Boston • Cincinnati • Detroit  
Chicago • Seattle • Los Angeles • Toronto

## automatic coffee vending

(Continued from page 30)

Coffee vending hit its current pace about 1949, when industry began to recognize automatic merchandising's value as a means of meeting employee requests for a "coffee break". Rather than have workers leave the premises for a morning or afternoon cup of java, a number of managements turned to the coffee vendor as a no-cost practical means of providing this convenience and morale-builder. And once the first few firms in an area made this move, keen competition in the labor market (accelerated by the defense boom that followed the Korean hostilities) made coffee service a "must" for other plants in the same vicinity.

By 1951, a Pan American Coffee Bureau Survey of some 1,160 small, medium, and large companies around the country showed that 19 per cent were using vendors to make coffee available for their employees.

Improvements in equipment and ingredients had enabled the vendor to serve an improved cup of coffee, and, as the demand for machines increased, more manufacturers entered the field.

At present, there are 11 manufacturers turning out coffee machines (including two about to go into production) with five using liquid ingredients, four utilizing powdered or pelletized concentrates, one using liquid coffee and dry sugar and cream and one employing the fresh-brew principle.

Models include 100, 200, and 600-cup vendors, with two firms producing hot-and-cold "combination" units.

Of the machines on location in 1952, about 65 per cent were of the powder type, while the remaining 35 per cent utilized a frozen or non-frozen liquid concentrate. About 80 per cent of all coffee vendor sales are made with cream (or milk or condensed milk).

It is estimated that some 12,500 coffee vendors were in operation in 1952, grossing about \$50,000,000.

Coffee vends at five, seven, eight and ten cents, depending on the type of equipment used, the region, and commission rate. (In some industrial locations, management has subsidized the coffee vendor service.) Because powder-type units have less of a product cost (using less-expensive ingredients, lower-cost paper cup, etc.), about 70 per cent of these machines still function at the nickel level (prior to coffee price increases—Ed.). In contrast, the liquid, pellet, and fresh-brew types of coffee vendors are mainly geared to ten-cent operation, with about 85 per cent at that price.

Within the past two years, there's been a vending trend towards the ten-cent cup of coffee, influenced in part by the pricing pattern set in over-the-counter outlets; and this rate has been coming into effect where operators are faced with higher product costs and increased commission rates.

There are about 1,000 operators active in coffee vending, with routes ranging from two machines to several hundred. The majority of machines are located in industrial and business office sites, while other outlets include military installations, transportation terminals, colleges, department stores, etc.

Coffee vending is currently enjoying a major boom, with the number of machines in operation tripling be-

(Continued on page 67)



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# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

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## the pepper of Sarawak

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By J. S. BLACKLOCK

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The world pepper market has been changing. The basic shift came abruptly, when prices tumbled from the postwar plateau.

Behind the change has been one factor, beyond all others: production in Borneo's Sarawak. In these excerpts from *Tropical Agriculture* is a review of pepper culture on Sarawak.

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Much of the pepper grown in Sarawak is produced by Chinese gardeners. At present pepper cultivation is more remunerative than rubber.

The exact period at which *P. nigrum* was introduced into Malaysia is uncertain, but it is believed that the Hindu colonizers of Java introduced it from the Western Ghats of India sometime between 100 B.C. and A.D. 600.

In the sixteenth century, the main producing centers were along the West Coast of India. In the seventeenth and eighteenth centuries, the Dutch brought organized pepper cultivation on a plantation scale into Java, during which period the Malayan pepper trade seems to have declined. It was not until the end of the eighteenth century and early nineteenth century that organized pepper growing came into Malaya.

In the middle of the nineteenth century overproduction and consequent low prices caused a depression. Since that period the fortunes of pepper growers waxed and waned throughout the archipelago.

Pepper requires a well drained soil with a fairly high humus content. Practically all the pepper gardens are located on hill slopes of varying steepness. The Sarawak Natural Resources Ordinance empowers the Department of Agriculture to take action against gardeners who plant on steep hill slopes without taking some form of anti-erosion measures. In such areas planting is done on terraces. In undulating country a sheltered garden with an easterly aspect does better than a garden exposed to the elements on a hill-top.

The average size of a pepper garden is about half an acre. Planting hills are spaced seven to eight feet apart in the row and between the rows. This gives a stand of 850 to 880 vines to the acre.

The area to be planted is dug over with a digging hoe three to four times within a period of about three months

in the dry period. The garden is lined out with temporary stakes seven to eight feet apart (in the row and between the rows) prior to earthing up of the planting hills. A fairly high proportion of burned earth and wood ash is mixed with the soil of the planting hill. The hill is mounded up each year after harvesting has been completed, scraping up the top soil from between the rows to do so.

After four to five years, the mounds reach a height of one to two feet, with a base of two to three feet. In this way the shallow basal roots and basal nodes of the vine are kept covered. Mulching between rows has proved useful, but the use of dried *lalang* grass is attendant, with the risk of fire during the dry weather. Leguminous covers, if slashed back regularly, is found good.

Pepper vines are cultivated from cuttings which are best taken from the terminal shoots of immature vines under two years old. Cuttings are planted at the onset of the wet season straightaway on the planting hills. The planted cuttings should be well shaded (usually with fern fronds) as the young leaves are tender.

The cutting is allowed to develop a main shoot from the apex and two lateral shoots from the nodes below, which are trained on the temporary stake, tying the shoots up with soft fiber. When the cuttings reach an age of four to six months and are two to three feet high, the temporary planting stakes are replaced by hardwood posts about 12 feet long which are sunk two feet in the ground.

It is necessary to tie the three mainstems (not the lateral

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### Pepper in India — strength and weakness

*"Pepper is a subsidiary crop in India and only in rare and isolated cases are there any plantation holdings in it.*

*This confers upon the growers a resiliency to hold out against a weakening market which the grower dependent on a single crop would not be inclined to risk.*

*But it is also the Achilles' Heel of India's pepper industry. There has been very little change in the agricultural care and commercial exploitation of pepper in India for over many centuries, whereas in Indonesia and elsewhere plantation management has given to these countries an advantage which will tell upon India's position in the world market."*

—Planting and Commerce, Ernakulam, India

branches) to the support post at frequent intervals. The main stems should be stripped of their leaves especially at the nodes. During the subsequent growing period the vine requires to be regularly pruned back until it is about two years old. Such prunings supply good planting material. The object of pruning is to encourage the development of vigorous lateral branches. These laterals should carry a regular many branched luxuriantly leafed outer canopy. The more branched the outer canopy, the higher is the fruit spike production potential.

Fruit spikes formed on vines under two years of age are stripped in order to encourage vigorous vegetative growth. At the same time, selective leaf plucking is carried out in such a way as to encourage prolific side branching and for increasing the fruit spike production. Axillary leaves with long thick stalks and terminal leaves at the end of the main and subsidiary branches are not stripped while old large thick leaves are removed.

It has been found under Sarawak conditions that pepper requires a high plane of well balanced nitrogenous manuring if fruit production is to be kept at an economic level.

Much of the present pepper in Sarawak has been planted on old pepper areas abandoned 20 to 30 years ago, and which denuded of jungle have since been overrun by *lalang* (*Imperata Cylindrica*) grass.

Before 1946 leases of land to pepper gardeners were made on the assumption that it took four acres of virgin land to keep about one half to one acre of pepper in production, i.e. it took three to three and a half acres of land to provide the top soil, burned earth and wood ashes which were used as soil conditioners.

Since the war, the Department of Agriculture has discouraged this traditional but wasteful practice in favor of less space and the use of balanced manuring with organic or artificial fertilizers.

#### ASTA picks Skytop, Pa., for 1955 meet

Skytop Lodge, Skytop, Pa., is the site of the 1955 convention of the American Spice Trade Association. The dates are May 1st - 5th.

"Situated in the Pocono Mountains, Skytop has a 45 mile view of the surrounding countryside," reports Albert E. Keogler, ASTA convention chairman. "It offers all the major and minor sports and adds one we have never had before,—bowling on the green—for young and old. The drive by car is about 100 miles from New York City and the improvement in the highway, eliminating the Delaware

Water Gap, makes the trip easier than it was in the memory of those who journeyed to Shawnee-on-Delaware for other ASTA conventions.

"This resort is a famous club which is owned by its members, many of whom have summer cottages nearby. As regards accommodations, food and service, it is, in the opinion of the committee, at least the equal of any hotel so far utilized for conventions by the association.

"It should be another happy convention. Please note the dates."

#### New source of coffee credit?

A Miami pawn shop operator accepted two items usually not found along with the run of knives, watches and cameras in a pawn shop.

The items—two pounds of coffee.

#### coffee break main PACB target

(Continued from page 21)

at half cost, with space open at the bottom for the roaster's own signature. This gives the roaster the added advantage of a national advertising campaign in his own locality.

As an additional promotional step, the Bureau will provide to the roasters, at half cost, window streamers and back-bar and table-tents for restaurant and grocery customers. These, too, have space available for the roasters' own signature.

Newspaper mats of advertisements in various sizes are available from the Bureau free of charge. These mats highlight the "One for the Road" slogan. Space is open for the regional roaster's signature. Here, too, the advantage of a nation-wide program can be exploited at the local level.

Publicity placed in newspapers throughout the nation will also further promote the "One for the Road" campaign.

The effectiveness of the publicity campaign can be vouchered for by the many cities and towns that offer free coffee to motorists during the holiday season and throughout the year.

This past summer the city of Yarmouth, Mass., offered coffee to vacationists driving through Cape Cod. Space was allotted at the local police headquarters and motorists were invited to stop off for free coffee, courtesy of the city. A local coffee distributor tied-in with the campaign by having his coffee served.

The Bureau expects their 1954 "One for the Road" Holiday campaign—with the trade's cooperation—to create immeasurable goodwill for the U. S. coffee industry.

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FACTORY: ROTHSCCHILD, WISCONSIN

# the green note in fruits

By JAMES J. BRODERICK, Flavor Chemist  
Givaudan Flavors, Inc.

At the recent convention of the Institute of Food Technologists in Los Angeles a very interesting paper delving further into the aromatic constituents of strawberries was read by K. P. Dimick and B. Makower, of The Western Utilization Research Branch, U. S. Department of Agriculture<sup>1</sup>.

"We cannot help but comment upon several different aspects of their findings. The work done was of a preliminary nature, these investigators still having the most characteristic portion of the aromatic constituents to separate and identify. It is in these future investigations that we are hoping to see some aromatic mysteries unravelled.



James J. Broderick

In our way of thinking, it was unfortunate that their work was done on California strawberries, because these beautiful and picturesque berries have much less flavor than berries from some other sections of our country.

In this most recent work 2-hexenal, an unsaturated, aliphatic aldehyde with a sharp green odor, was found in fairly large quantities, and this is the first published work in which this aldehyde has been associated with the natural flavor-bearing constituents of strawberries. 2-Hexenal has been identified as a component of Zinfandel grapes<sup>2</sup> as well as a part of the volatile flavor constituents of apples<sup>3</sup>, and is also a component of other natural products. It has been found in tea leaf, mulberry, acacia, radish leaf, clover, oak, beech, wheat, robinia, violet leaf, cucumber and citronella<sup>4</sup>.

In nature, 2-hexenal is often found coupled with 3-hexen-1-ol (beta gamma hexenol). In fact, the aldehyde is readily obtained from the alcohol by oxidation with chromic acid<sup>4</sup> and there is every reason to believe that they both originate from the same source. Ripening of the plant may be at least partly responsible for the change from the alcohol to the aldehyde.

3-Hexen-1-ol has been found even more extensively than its aldehyde in natural products. In fruits it has been identified in raspberry<sup>5</sup> and more recently in grapefruit<sup>6</sup>. In addition, it has been found<sup>4</sup> in tea, violet leaf, Spanish thyme, citronella and Reunion geranium. It is quite probable that this alcohol is present in many types of green leaves, herbs and grasses<sup>7</sup>.

We pointed out in our article on the natural constituents of strawberries (*The Flavorist*, No. 2, 1953), that 3-hexen-1-ol had been identified in the leaves of many plants<sup>7</sup> and that from the odor and flavor of the strawberry we flavor chemists could expect that this alcohol, a compound of

related structure, or derivatives thereof, might be found naturally in the berry. The discovery of 2-hexenal in the strawberry partly confirms this belief and we are anxiously awaiting future work at The Western Utilization Research Branch laboratories to ascertain the possible presence of 3-hexen-1-ol or a derivative thereof in the remainder of the unidentified constituents.

3-Hexen-1-ol has a sharp green odor more grassy than the aldehyde. It can best be described by stating that in dilution it smells like green foliage. Although its esters have not, to our knowledge, been identified in any natural product (except the phenyl acetic ester in Japanese mint oil) they are even more interesting, from a flavor standpoint, than the alcohol or aldehyde. They have a pungent but soft fruity green odor which has greater utility in imitation flavors than the parent alcohol. The higher esters seem to lose some of the desirable "lift" or pungency and therefore the formate, acetate and propionate appear to have the greatest promise, although a complete examination of the many other possibilities is certainly warranted. It is hoped that the future work on strawberry and some of the other natural products containing 2-hexenal or 3-hexenal-1-ol, or both, will give us some clues for future development of new interesting synthetics.

Without any attempt to belittle the discovery of 2-hexenal in strawberry, we would like to point out that the widespread distribution of this aldehyde and the companion alcohol in products of diverse flavor character reflects the minor role played by it in supplying a "greenness" to these various products. Its discovery in strawberry is valuable, however, since it may be a clue to the more characteristic aromatics that must yet be isolated and identified.

The literature on 3-hexen-1-ol shows an obvious need for additional research. There are several possible structural forms of this alcohol but there is disagreement among investigators as to which form is found naturally and which has the more desirable odor. It is hoped that future work in this quarter will clarify this uncertainty.

The science of the isolation and identification of components of natural products has made terrific headway in recent years. Work done on natural products has been an aid in creating new flavors and we flavor chemists anticipate greater assistance in the near future.

However, with a deep sense of humility, we would like to state that it is our observation that the "art," personified in the flavor chemists' nose and sense of taste, still has the edge on the rapidly approaching science. Recognizing our own limitations we welcome the strides made in the science of flavor creation and the progress it makes possible.

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## Mustard seed output higher this year in Montana, California

Production of mustard seed in Montana and California is forecast at 12,454,000 pounds of clean seed by the U. S. Department of Agriculture's Crop Reporting Board. This is 70 per cent larger than last year's crop of 7,322,000 pounds, but 46 per cent below the 1943-52 average of 23,011,000 pounds. The increase over last year's production is due mainly to the larger acreage in Montana this year.

Yellow mustard accounts for about 47 per cent of the total production this year, Oriental 28 per cent, and brown 25 per cent. These percentages compare with 42, 29 and 29 per cent respectively in 1953 and 49, 35, and 16 per cent for the ten-year average.

Production of yellow mustard, forecast at 5,814,000 pounds, is 87 per cent larger than last year but is 49 per cent less than the average. The crop of Oriental mustard, forecast at 3,550,000 pounds, is 69 per cent larger than in 1953 but 56 per cent smaller than the average. Production of brown mustard, forecast at 3,090,000 pounds, is 47 per cent larger than the 1953 crop, but 15 per cent less than the average.

The estimated 26,400 acres of mustard seed for harvest in Montana and California this year is 85 per cent larger than last year's acreage of 14,300, but 51 per cent below the average of 53,750 acres. Abandonment of planted area in Montana is estimated at 600 acres, compared with 400 acres in 1953 and 700 acres in 1952.

Although continuous rains retarded maturity, the latest crops were expected to mature before killing frosts occur.

Yields in Montana were affected by dry weather in July and show considerable variation. They are expected to average about 458 pounds per acre, compared with 482 pounds in 1953 and the average of 470 pounds.

A yield of 1,200 pounds is estimated for California, com-

pared with 1,100 pounds last year, and the average of 693 pounds.

Prices offered to growers in Montana for the 1954 crop, as reported by growers, averaged \$5.90 per 100 pounds for yellow, \$4.10 for brown, and \$3.90 for Oriental mustard. These prices compare with last season's prices of \$7.00 for yellow and \$4.75 each for brown and Oriental.

### Named head of coffee bag sales

Richard S. Ober, formerly sales representative in the New York and Connecticut area, has been named product sales manager for coffee bags by Arkell & Smiths, manufacturers of specialty and multiwall bags.

### coffee vending machine manufacturers

(Continued from page 19)

**The Bert Mills Corp.**, Powis Road, St. Charles, Ill. Manufacturers coffee machines sold under trade name Coffee Bar, through company salesmen and distributors.

**Schroeder Products Co., Inc.**, 325 Montvale Ave., Woburn, Mass. Sells coffee vending machines made by Coffee-Mat Corp. Also sells frozen and liquid coffee concentrate for automatic vendors.

**Silver King Corp.**, 622 Diversey Parkway, Chicago 14, Ill. Manufactures coffee and other vending machines, sells through distributors.

**Sol-U-Vend Co.**, 102 Nieto Ave., Long Beach 3, Calif. Manufactures machines for dispensing packaged powdered coffee, tea, soup and hot chocolate for manual mixing. Sells through distributors.

**Spacarb, Inc.**, 375 Fairfield Ave., Stamford, Conn. Manufactures coffee, soft drink, hot and cold drink and canned juice machines sold under company's trade name Spacarb, Juice Bar, through company salesmen and distributors.

**Square Manufacturing Co.**, 1251 S. Michigan Ave., Chicago, Ill. Manufactures cup machines for coffee and soft drinks. Sells exclusively to affiliated companies.

**Steel Products Co.**, 40 Eighth Ave., S. W., Cedar Rapids, Iowa. Manufactures coffee machines sold through company salesmen and distributors.

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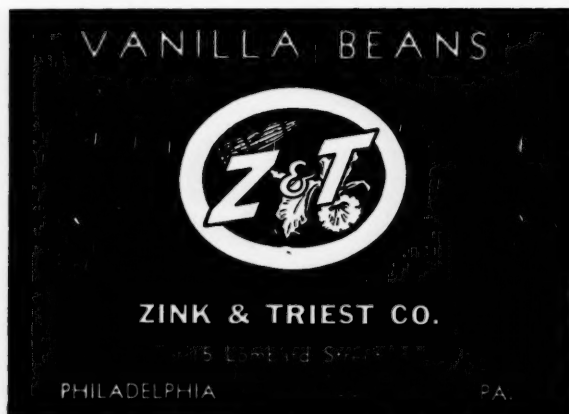
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# San Francisco Samplings

By MARK M. HALL

■ ■ Coffee men are still trying to figure out what happened in the August break, and what is going on now. As in betting on the horses, a man never tells of his losses, so along coffee row everybody hedged. Some may have made money. In a drop from 84 to 85 cents, more or less, F.O.B. Brazil, to 67 cents, more or less, traders had to think fast to keep their shirts.

The pegged price of 87 cents in Brazil, to be supported by loans, was no help to exporters. Brazilians had been buying on the options market before the fatal day, so they say here. The market might have adjusted itself sooner but for the suicide of the president of Brazil, who was involved in all the monetary policies leading up to the series of market events.

Buying by roasters continues very dull. Without a real pick-up, green men find it hard to predict any future strength in prices. For the next 60 days, from the time of this writing the market could hold relatively firm until increased crops of Salvador, Mexico and Colombians come in. Good milds from Colombia and the better grades of Brazils are pretty well sold out and could become scarce.

The immediate future of the market however depends on home consumption. Stocks on hand in this country are high, and imports from Brazil are the lowest they have been in 30 years.

■ ■ The annual picnic of the Western States Tea Association at the San Mateo Memorial Park was a grand success, to repeat an old superlative and, in this case, the truth. Some 93 tea men and their families partook of the festivities and the juicy steaks, as served by the veteran of five years, Eddie Castleman, and his crew. John Siegfried, president of the association, was master of the occasion.

His right hand men, Miller Riddle and Ed Spillane, barbecued the hot dogs. Bob Manning made the coffee, with Manning's Coffee, and would not trust an M.J.B. or a Standard Brand man on the job. Marion Saunders caused some concern by arriving late with the liquid refreshments, but made up personally for lost time. All of this was preliminary to the games.



At WSTA's annual picnic (from left) Miller M. Riddle, John Siegfried; Ed Spillane, Guido Samoni; Charles Montague, L. E. Binsacca.

The old horse-shoe game was played as usual. It was won by Ed Spillane and Guido Samoni. The perpetual trophy was a bottle of Black and White. John Siegfried was "real" confused when he tried to figure out who had won the game, but yielded to pressure and gave the bottle to Ed and Guido.

Carl Corey had charge of the contests for the women and children, and there were plenty of them. After the steaks, bingo chief Jim Mahoney, with the able assistance of Guido's lusty voice, called the numbers in the game. Guido became so hoarse that for days he couldn't say "no" to salesmen who called on him at M.J.B., where he's their purchasing agent. Bob Manning won a can of M.J.B., lucky boy.

During the whole performance there was no sign of any tea. Maybe the boys just wanted a change.

The picnic was a great family affair. Mr. and Mrs. Ed Spillane, Mr. and Mrs. Jim Mahoney, Mr. and Mrs. Charles Montague and Mr. and Mrs. Anthony Apton all had babies born between the last two picnics. That is something the tea promoters overlooked.

John Siegfried's son-in-law, Earl Early who spent several years in a North Korean prison camp, was there with his wife and daughter, and showed no signs of his ordeal.

It was learned that Samoni has a lot

of cousins along the Sacramento River.

Jack McDonald married a country girl who hates the country, while he's a city boy who loves it. It was told that Jack was made a captain in battle in the last World War. Now he is battling for sales at Lipton's.

If you want to buy a lot down the Peninsula, see Howard Kilbride's wife, Claire. Incidentally, he has an eligible bachelor brother.

If Alva Jean Taylor, who is in Europe, is as attractive as Don Harvie's wife, Roberta, then Bob Manning made a good choice.

Carl Corey and family, the last to leave, took a swim before leaving.

(Continued on page 67)

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# New York News

■ ■ Now in the works, and nearing completion in the not-too-distant future, are new soluble coffee plants in the metropolitan area. They will mean considerable expansion in capacity to turn out instant coffee. The expansion, in the main, will be in trade packing facilities.

■ ■ Front Street is happy to welcome back into the coffee fraternity Elmer Florence, who has joined the staff of the National Coffee Association.

Elmer was secretary of the New York City Green Coffee Association for eight years, and before that was with the New York Coffee and Sugar Exchange.

He resigned from the Green Coffee Association to become managing director of the Vistra Coffee Corp., which handled "outside" coffees.

At NCA, Elmer replaces John McCoy, who has resigned.

■ ■ The slate of officers and directors for the New York City Green Coffee Association was elected at the annual meeting, association secretary John F. Toomey has announced.

Charles F. Slover is president, Fred C. Byers vice president and Fred E. Barnard treasurer.

Named directors for two year terms were Herman F. Baerwald, John G. Cargill, Thomas F. Conroy, Frank E. Hodson, Charles Leister and Philip L. Stetzer.

Elected directors for one year terms were Harry R. McComb, Joseph J. Morris and Charles T. Ney.

■ ■ Another oldtimer, J. Henrique Scholtz, is being mourned on the street.

A founder of Scholtz & Co., coffee importers, died recently at the age of 81.

Mr. Scholtz was born in Caracas and came to the United States in 1902, but he still maintained a residence in Venezuela.

Formerly a coffee planter and exporter in Venezuela, he founded his concern in New York in 1906, and retired in 1948.

Mr. Scholtz was Venezuela's representative on international coffee bodies, including the Inter-American Coffee Board in Washington.

He was a member of the New York Coffee & Sugar Exchange and the New York Cocoa Exchange.

Surviving are his widow, two sons, three daughters, two sisters, six grandchildren and a great-granddaughter.

■ ■ Up for membership in the New York City Green Coffee Association is E. F. Hutton & Co., 61 Broadway. The coffee department of the company, which acts as brokers for roaster accounts, has been in operation since January.

Heading the coffee operations is George A. Mandis, a coffee and cocoa specialist.

Mr. Mandis has been doing concrete research on the various coffee grades from what he calls a "phenological-chronological" basis.

He's been collating factors such as flowering of coffee trees, maturity and harvesting with actual statistics on producing country exports.

Mr. Mandis, who has been in coffee from an economic and statistical point of view for five years, says he is coming up with some interesting conclusions.

■ ■ Also under consideration for membership in the Green Coffee Association is Coelho Brothers, Inc., 17 Battery Place. This company, founded in 1924, was in coffee in the thirties, until the war interfered, and is now coming back into the field. The coffee operation, now being handled by E. L. Lopes, is that of planters' agents for Portuguese West African coffees.

■ ■ Green Coffee Association membership is being considered for the Selma Mercantil Corp., 24 State Street. The coffee department, headed by Diego Parra, has been in operation for four or five years now. It was also active many years ago, and Mr. Parra was in charge then, too. The department acts as importers, shippers agents and jobbers for all kinds of coffee.

■ ■ The James T. Kellner Co. is at new and larger headquarters, at 111 Wall Street.

■ ■ The Louvain Coffee Co., Inc., at 109 East 9th Street, has a new name. It is now the Charm Coffee Corp.

■ ■ In town recently, on business and personal matters, was Oscar O. Ehlers, of the Kansas City branch of the Jas. H. Forbes Tea & Coffee Co.

In the sales end at Forbes, Mr. Ehlers was in the city for a two-week stay.

■ ■ Some of coffee's allied members got together to throw a bachelor party for one of their number. The party was for Charles J. Pflug, of the American Can Co., who was married the following Saturday at St. Patrick's Cathedral to Mary Mack, of the Moore McCormack Lines.

The party was arranged by the coffee representatives of the steamship lines here, with the Grace people taking the initiative.

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# New Orleans Notes

By W. McKENNON

- ■ Leroy Black, of the Acme Coffee Co., Fort Worth, Texas, with Mrs. Black and their daughter, were recent visitors in New Orleans.
- ■ R. N. Nash, of Nash and O'Brien was in New York on business.
- ■ J. Norcom Jackson of S. Jackson & Sons, has returned from a business and pleasure trip to Omaha, Denver, San Francisco and Los Angeles.
- ■ H. Ashton Lafaye, of Lafaye and Arnaud, with his family, have made a trip to New York.
- ■ W. F. Kuntz, of W. F. Kuntz & Co., San Francisco, was a recent New Orleans visitor.
- ■ J. P. Marks has returned from a business trip through the interior.
- ■ Roy Plank, of Certified Products, Kansas City, was a recent business visitor in New Orleans.
- ■ Bates Smith, of the Interstate Coffee Co., Augusta, Georgia, visited the trade here recently.
- ■ Alvin Zander of Zander & Co., Inc., has returned from a business trip.
- ■ W. W. Krieger, of the F. D. Wilcox Co., Inc., is out of town on business for the firm.
- ■ Webster Marks has returned from a trip to the Southwest territory in the interests of Zander & Co., Inc.
- ■ George Foltz, Sr., of the Foltz Tea & Coffee Co., with Mrs. Foltz, sailed recently for Brazil aboard the Del Norte. They will return aboard the Del Sud after several weeks' vacation.
- ■ Arrangements are being made here

for the promotion meeting of the Pan-American Bureau in New Orleans on October 20.

- ■ Jack Bernard, of Otis McAllister, San Francisco, was a business visitor here recently.
- ■ Carl Strom, manager of the Delta Line's Chicago office, with Mrs. Strom and family, passed through here and sailed aboard the Del Sud for Brazil.
- ■ C. H. D'Antonio & Co., president of the Doberman Pinscher Club of Louisiana, was appointed New Orleans chairman for National Dog Week.

Mr. D'Antonio, who has handled the National Dog Week activities previously, is planning a parade on Canal Street and an exhibition, in keeping with the increased interest in this annual event.

■ ■ Rubens A. S. Nunes, whose father is a partner in the firm of Cia. Nunes Medina S. A., Santos, has enrolled in Tulane University here for the fall and winter term.

■ ■ Friends and associates in the trade here were saddened by the passing of Raoul Haydel, assistant office manager for C. E. Bickford and Co. here. Mr. Haydel, 44, died after a brief illness at the Touro Infirmary. Funeral services were held at L. A. Muhleisen & Son, with religious services at the St. Catherine of Sienna Church. Interment was in the Edgard Catholic Cemetery.

Mr. Haydel was a member of the Holy Name Society of the St. Catherine of Sienna Church, the U. S. Commercial Travelers, The New Orleans Board of Trade and the Green Coffee Association.

He is survived by his widow, the for-

mer Thelma Leighton; his mother, Mrs. Stanley P. Haydel, Edgard, La.; and four brothers, Roger J. of New Orleans, Roland B., of Kansas City, Kan., Raymond, of Edgard, and Ray J. Haydel, of Columbus, Ga.

■ ■ Jules E. Cathalongne, Paul O. Fallon and Ralph B. Schwartz were made honorary life members of the Board of Trade by action of the board of directors at its recent meeting. This action was taken on the recommendation of Kent Satterlee, who reported for the general membership committee.

Mr. Cathalongne became a member of the Board of Trade in 1919 and was very active in committee activities. For many years he served as chairman of the information and statistics committee which establishes the daily official New Orleans green coffee spot quotations.

Mr. Fallon joined the Board of Trade in 1913 and served on several committees. He was for many years chairman of the floor committee.

Mr. Schwartz was an active member of the Board of Trade during his business career in New Orleans until 1927, when he was transferred to New York by his concern, the Schaefer, Klausmann Co., Inc. On his return to the city in 1950, he renewed his membership. He has always taken an active interest in the affairs of the Board of Trade.

## Southern California

By VICTOR J. CAIN

■ ■ Earl Lingle, of the Lingle Bros. Coffee Co., vacationed at Bass Lake with the family.

■ ■ Ray Bradt, vice president of Ben Hur Products, Inc., recently vacationed in San Francisco.

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At Pope and Talbot's party for the trade (from left) John A. Stein, Eugene Hoelter, John Beardsley, William Rowe; Lloyd Thomas, actress Liz Hamilton, Guy Pope, and George Moran in the background; Mary Warren, William S. Edgar. Group dined, saw "Seven Year Itch".

## San Francisco

(Continued from page 63)

■ ■ The coffee trade lost one of its pioneer and colorful figures in the passing of George J. Harney, late president of Blue Ribbon Products Co., San Francisco. He founded the business in 1917, and the company concentrated its efforts on the restaurant and hotel field, where they obtained an enviable position. Mr. Harney's activities in the business and fraternal life of the Bay Region can best be illustrated by the many organizations in which he was a member. He was the founder and former president of the Oakland Boosters, past president of the Metropolitan Club and the Pyramid Club, member of the Athenian Nile Club, No Stuffed Shirts, California Northern Hotel Association, and others.

Management of the company is now in the hands of J. A. Thompson, vice president and general manager, with Henry Esola as buyer.

Mr. Harney left a widow, Mrs. Thelma Harney, and two daughters, Mrs. Helen Moore and Mrs. Barbara Waters.

■ ■ Miller Riddle, of Lipton's, attended the grocers' convention last month at Coronado. Tom Moss reported that Miller was drinking plenty of iced tea. How unusual for a tea man, away from the office! Miller is to be commended for his self denial.

■ ■ Ray L. Buchanan was recently ap-

pointed sales manager at Wellman, Peck, so announced Ellwood Wright. Buchanan was formerly vice president of Lucky Stores. His job at Wellman, Peck will be to streamline the sales department and devise methods to better serve the retail trade.

A very interesting cocktail party was given by J. B. S. Johnson of Otis, McAllister, in honor of Dr. Eduardo Zuleta-Angel, Colombia's ambassador to the U. S., at the Stock Exchange Club. A representative group of coffee and steamship men were present.

Dr. Zuleta-Angel, a lawyer by profession, had made many business trips to the United States on behalf of commercial and governmental interests of his country, so he is well prepared for his new assignment as ambassador.

Many foreigners, to compliment us, will often speak of our beautiful women, but the ambassador praised, instead, our big business men. He mentioned particularly Nelson Rockefeller, as an example. He said they all seemed to want to help, which was something new in international relations.

■ ■ The S. F. Pellas Co. had a visitor last month in Duilio Baltodoria, president of Cisa, importers and exporters located in Managua, Nicaragua. Another regular visitor is Alfredo Pellas, president of the San Antonio Sugar Co., Granada, Nicaragua, nephew of the late S. F. Pellas.

■ ■ Joe Hooper, a member of the World

Trade Committee of the San Francisco Chamber of Commerce attended a luncheon last month at Commercial Club in honor of Senator Delgado of the Philippines. Joe said that the senator was asked various questions about the islands, and one of them was why they did not grow coffee. The answer was that the Philippines had plans to do so but were interrupted by World War II, which he claimed set them back 50 years. In certain sections of Mindanao, climate and soil conditions are ideal for coffee. Naturally, they would expect to market their product in the United States to earn the much needed dollars.

■ ■ In 1953, the Astra Co., with headquarters in Paris, France, planned and carried through a tremendous competition which brought 300,000 entries. Its relation to the tea business of this country is that the parent firm, the Uni-Lever Co., is also related to the Thomas J. Lipton.

The subject of the contest was geography. The winners were Jean Francois Bernede, a 14 year old boy, and Françoise Haurie, a girl of 17, both of Paris. The prize was a "Round the World Trip in 80 Days." Accompanying the children were Marcel Ichac, a French explorer, and Madame L. Sides, chaperon. Escorting them about the United States were C. B. Delano and Mrs. R. H. Floyd, of Lipton's, Hoboken. While in San Francisco, they stayed at the St. Francis Hotel. Tom Moss and Miller Riddle were hosts at the San Francisco office.

## automatic coffee vending

(Continued from page 58)

tween 1949 and 1952; and 1953 production promises to equal 75 per cent of the units now on location. With coffee a major American beverage and the "coffee break" becoming a part of workday routine, this phase of automatic merchandising should continue its pace of accelerated growth.

Other hot beverages vended in addition to coffee include hot chocolate and soups. As early as 1948, soft drink cup vendor manufacturers, in an effort to add a cold weather attraction to their equipment, included heating attachments which made a hot drink available as an alternate selection. During winter months, the product has proven quite popular.

Initial efforts to vend soups in machines designed for coffee (either from powder or liquid concentrates) did not prove too successful, since these units were installed

in industrial outlets, where the product was only purchased at mealtime (rather than throughout the day like other beverages). In addition, the machines could only be used to dispense free-flowing clear-type bouillions, and industrial workers appear to prefer heavier-bodied soups. However, some multi-flavor cup machines which offer clear soup as an alternate hot selection (to cold soft drinks) have registered good volume during cold weather months in transient locales, such as terminals, department stores, etc.

Several firms have modified candy and cookie machines to vend a hot beverage semi-automatically. These units dispense packets of powdered coffee, chocolate, soup, etc., concentrated. The patron then helps himself to a paper cup, pours in the powdered beverage, and adds hot water (stored in a built-in tank) from a manually-operated dispenser. Because of the time required to make a hot drink under these conditions, this type of equipment has been utilized primarily in marginal locations.

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## WANTED

**WANTED:** Gump granulator #66 or #77. Used but in good condition. Accessory coffee handling equipment for feeding and removing material from grinder, also needed. Address Box 77 c/o Coffee and Tea Industries.

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